

## VIEWPOINT

by Bruce F. Shank, Editor

## Coming in 1980

At this time each year, trade magazine editors know basically what the magazine will contain in the coming year, or they should. They plan that far ahead for two reasons; to allow ample time to prepare and arrange material, and to display to potential advertisers that the publication makes an effort to serve its readership. Since advertisers plan their promotion budgets in the fall, magazines must convince them of their worth at that point.

Since I've done all this planning, I'd like to share it with you.

*Weeds Trees & Turf* will be 18 years old in 1980. The markets it serves and the magazine have changed over those years. To keep aligned to the progress of the Green Industry, Harvest Business Publications Publishing Director Richard Foster decided in 1975 that certain markets needed special attention, more than the attention *Weeds Trees & Turf* could supply on a regular basis. Hence, the acquisition of *Golf Business* in 1975, the creation of *Lawn Care Industry* in 1977, the in-

roduction of a newsletter especially for the reclamation industry in 1978 (*The Land Reclamation Report*), and now the birth of *Nursery Product News grower and retailer editions*.

During this time *Weeds Trees & Turf* has provided total industry coverage tapping staff specialists for the latest on their markets. If you need to make some distinction, you can say WTT is more technical than the individual market publications.

As a result, we have more persons covering the Green Industry markets than any other publishing company. Our editors are closer to their markets and know when to change to suit your needs better.

As for WTT, we have worked hard to improve coverage of ornamental and tree markets, while maintaining high standards with turf areas. Next year this will become most obvious. In addition to turf coverage, we will have monthly articles on plants for landscapes, and landscape design tips. Coverage of parks and municipal property management will be doubled or tripled. Basics of care for trees and ornamentals will increase as well as material on soil science.

Every reader will find valuable material on his field in *Weeds Trees and Turf* in 1980. We noted that the golf course superintendent would like to do more of his own landscaping. We noted that soil science is the most important factor in reclamation. We noted that good basic landscape designs are helpful on jobs too small to employ a landscape architect. We noted that mechanization and efficient turf and tree management are critical to parks supervisors and municipal service department directors because of inadequate budgets. We noted that some basics of pruning landscape materials are not well known. We noted that turf practices once reserved for the golf course are applicable to athletic fields and other turf areas such as parks, cemeteries, and industrial grounds.

These changes and more were considered in planning next year's *Weeds Trees & Turf*. If there are subjects you would like us to research and publish, please write me.

As I see it, there are four things you can do to insure quality in your service. Subscribe to *Weeds Trees & Turf* and the particular publications we have especially for your market; hire good, trained personnel; join and attend associations for your industry; and utilize extension services available to you.

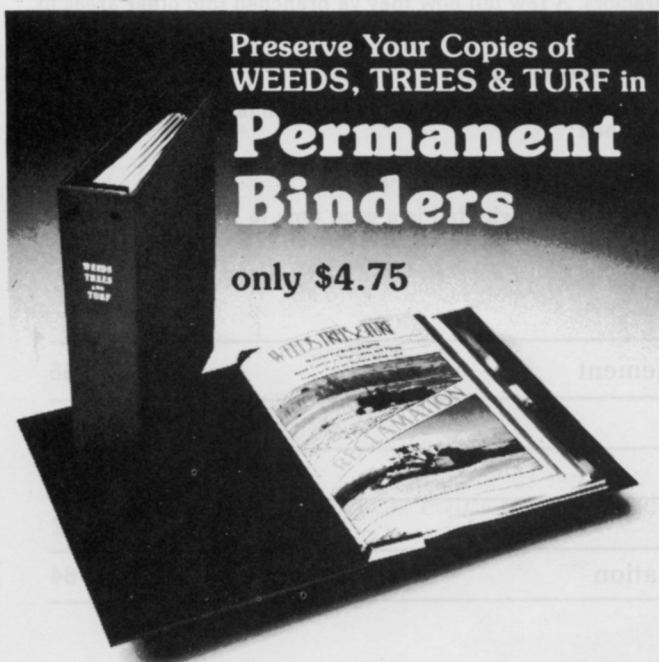
We are striving to do our part well. Let me add that extension personnel are also working hard to serve us. It's tough to keep a good attitude when government funding is continually in question. Please support them in every way you can. Write your state and federal representatives a note periodically indicating your support of extension experts. Attend turf and tree field days sponsored by extension.

Quality of service becomes very important when money gets tight. In 1980, we should keep quality high.

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