

LANDSCAPE MANAGEMENT

is a proud member of these
green industry professional
organizations:



Associated Landscape Contractors of America, 12200 Sunrise Valley Dr., Suite 150, Reston, VA; (703) 620-6363.

American Association of Nurserymen (National Landscape Association), 1250 I St. NW, Suite 500, Washington, DC 20005; (202) 789-2900.

American Sod Producers Association, 1855-A Hicks Rd., Rolling Meadows, IL 60008; (708) 705-9898.

Golf Course Superintendents Association of America, 1421 Research Park Dr., Lawrence, KS 66049-3859; (913) 841-2240.

International Society of Arboriculture, P.O. Box 908, Urbana, IL 61801; (217) 328-2032.

International Turfgrass Society, Crop & Soil Environmental Sciences, VPI-SU, Blacksburg, VA 24061-0403; (703) 231-9796.



National Arborist Association, The Meeting Place Mall, P.O. Box 1094, Amherst, NH 03031-1094; (603) 673-3311.

National Golf Foundation, 1150 South U.S. Highway One, Jupiter, FL 33477; (407) 744-6006.

Ohio Turfgrass Foundation, 2021 Coffey Rd., Columbus, OH 43210; (614) 292-2601.



Professional Grounds Management Society, 120 Cocksylvia Rd., Suite 104, Hunt Valley, MD 21031; (410) 584-9754.



Professional Lawn Care Association of America, 1000 Johnson Ferry Rd., NE, Suite C-135, Marietta, GA 30068-2112; (404) 977-5222.

Responsible Industry for a Sound Environment, 1155 15th St. NW, Suite 900, Washington, D.C. 20005; (202) 872-3860.



Sports Turf Managers Association, 401 N. Michigan Ave., Chicago, IL 60611-4267; (312) 644-6610.

Turf and Ornamental Communicators Association, 421 West Travelers Trail, Burnsville, MN 55337; (612) 894-2414.

AS WE SEE IT

JERRY ROCHE, EDITOR-IN-CHIEF



Paul Harvey: not one of my favorite radio broadcasters

BACK IN the days when I was commuting 90 minutes to work every day, I made a point of listening to Paul Harvey's news commentaries on whatever Cleveland radio station carried him then.

Actually, I liked his style. He had the unusual ability to electronically transport himself right into the passenger seat of my car. Harvey reeked of intimacy; often injecting words like "friends" ("You know, *friends*, this is something you should think about...") into his commentary.

Normally, I would have been happy to hear that Harvey won a Peabody Award—radio's equivalent of an Emmy—this year.

But I have seen the light.

Harvey, it appears, has some morbid vendetta against the specialty pesticide market and its users, particularly golf course superintendents. Why else would he tell the nation—as he did on February 8th—this?: "Not only are golf course pesticides killing the birds, but they're killing golf course superintendents also."

His comments were supposedly based on the much-talked-about study conducted by Dr. Burton Kross at the University of Iowa (our March issue). But Harvey's commentary was so far off base as to be irresponsible journalism—if you can call his act "journalism" in any sense of the word.

"Your commentary is inaccurate and misleading," Dr. Kross wrote Harvey.

Harvey, after all these years, must realize the power over popular public opinion that he grasps in his microphone every day. So why would he make these irresponsible "quantum leap assumptions" (as charged by RISE executive director Allen James), unless he wanted to deliberately and publicly debase the specialty pesticide industry?

Even after being corrected and castigated by Dr. Kross, Allen James, Joe Baidy (president of the Golf Course Superintendents Association of America) and others, Harvey has yet to issue any public correction, apology, or even a clarification.

Baidy put it succinctly in a letter to

Harvey: "The public relies on the media to accurately report findings. We can only hope that you will highlight this commitment to our members' health, instead of misrepresenting it or diminishing it."

I'VE BEEN out of the mainstream (television and daily newspaper) journalism business for 12 years now. The more I watch local television news and read major metro newspapers, the more I think something in the trade has passed me by.

The emphasis now seems to be on *grabbing* the reader, viewer or listener by the scruff of the neck rather than *attracting* him or her. The emphasis seems to be on *creating* controversy (witness television shows like "Current Affair" and newspaper coverage of Hillary Clinton's pre-election experience in the futures market) rather than simply *reporting* on it.

So that must have been what Paul Harvey was doing on February 8th: grabbing his listeners by the scruff of the neck with these irresponsible observations, and then painting a controversial scenario.

As an industry, and as individuals in the industry, we cannot let anyone get away with patently diabolical actions like this. If that sounds like I have a pro-green industry bias, so be it. At least I'm letting you know right now, upfront, and not acting under the guise of a "Mr. Everyman," as Harvey usually does.

If you feel as strongly about this I do, I urge you to write Paul Harvey, c/o Paul Harvey News, 332 N. Michigan Ave., Suite 1600, Chicago, IL 60601. Let him know, in no uncertain terms, that he's done his country a terrible disservice.

Good day!

Jerry Roche