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Circle No. 144 on Reader Inquiry Card

...and the media

continued from page 9

concerns of their target audience, you can do a better job of delivering factual information in a form likely to attract attention and be used.

Find out the deadlines of each media outlet for the different types of information you may be providing. For example, coming events may need to be submitted one or two weeks prior to their occurrence; appointments or awards immediately following their presentation, or perhaps up to a week prior to the event so that on-site coverage can be arranged.

Then find out what format each media outlet prefers for receiving information. Written press releases may be issued by mail or by fax. Verbal information may be relayed by phone, in a personal visit or by pre-arranged interview. Black-and-white or color photos may be preferred to color slides or transparencies.

Be realistic in your expectations when presenting information to the media. Though an event may be a major part of your agenda, it may merit only a brief mention in the overall news of the day.

Ask for coverage; ask nicely; ask often. But don't be a pest, a complainer or one who cries wolf. Most media are flooded with information daily. Your item must not only stand out to grab the attention of media personnel, but must be ranked by them for its importance within the deluge of information received.

Be prepared for attention from the news media when problems occur; you are the established information source. Unfortunately, "if it bleeds, it leads," is a concept often followed by both print and

broadcast media. Don't try to avoid media contact at these times. Supply pertinent, factual, accurate information, including any positive aspects of your organization's role in the problem. Anticipate questions and be prepared with well thought-out answers. Monitor the situation and the media's reaction to it. Expect fair and factual reporting. Seek corrections of any inaccurate reporting.

Take advantage of slow news times. Become a source of information to fill in the blank spaces during weekends, post-holiday days, summer months, winter months, school vacation breaks or whenever local media are actively seeking stories. This may be your best opportunity to get across positive "feel-good" information, as long as it is newsworthy.

Keep track of news that is used. Clip newspaper articles. Record radio and television news broadcasts. Compare this coverage to the information you submitted. Note which information is, and is not, used in these media reports; which information isn't covered at all.

Follow up with your media contacts. Was the information in the right form? Was it on time? Do they need more details, or fewer? Refine your own information-gathering and dispersal process to give them what they want and need.

You and the media can make a winning team. But, as with all team efforts, it does take work.

—Greg Petry is superintendent of parks for the Waukegan (Ill.) Park District and president of the national Sports Turf Managers Association. Renae Waier is marketing and community relations coordinator for the Waukegan Park District.

BANG THE DRUM SLOWLY...

■ When an interview with a journalist starts, you should first remember to speak slo-o-o-owly, according to Karen Cronin and Paul Lancaster of Virginia Tech. "The print media reporter will be writing furiously as you speak and will probably not know shorthand," they say. "You want to make sure you are quoted accurately, and speaking slowly may also help you stay calm."

If you are being interviewed by a television or radio reporter, you should also remember to speak very slowly, but somewhat energetically. You'll be surprised how natural it sounds when you hear it.

The pair also suggests "no hostile answers for hostile quotes" and these tips about your gestures, facial expressions and posture when appearing on television:

- Sit straight, lean slightly toward your host.
- Maintain eye contact with the interviewer, not the camera.
- Don't shift eyes from point to point.
- Smile, unless you're discussing a very serious topic.
- Gesture frequently, using natural hand movements, but avoid hitting the microphone.
- Remove everything from your pockets, just in case.
- Don't swivel, rock or shift position in your chair, if sitting. If standing, don't shift weight from foot to foot or rock forward and back.
- Be cautious about nodding to indicate understanding of the question; it may signal agreement with a point you don't hold.
- Let your enthusiasm about your topic show on your face.
- Keep your head up, breathe deeply and demonstrate controlled energy in your demeanor.

KUBOTA RELEASES ANOTHER BEST SELLER



Kubota Tractor Corporation's new compact, yet powerful GF1800E diesel front mower is a hit with professional mowing contractors. Ideal for commercial mowing jobs that demand maximum mowing performance and efficiency from a fuel-efficient, compact machine with outstanding maneuverability.

Equipped with an 18-horsepower, liquid-cooled diesel engine, the GF1800E offers a choice of three shaft-driven, off-set mowers - 48" mulching rear discharge mower, 54" side discharge and 60" side discharge. The three mower decks feature a cutting height from 1" - 4". The GF1800E has a hydraulic brake, clutch and lift system.

The sophisticated hydrostatic transmission features a single pedal to manipulate both speed and direction, eliminating shifting and clutching. Front-wheel traction, differential lock and rear-wheel steering for tight turns lets you work efficiently on all types of grass without turf damage.

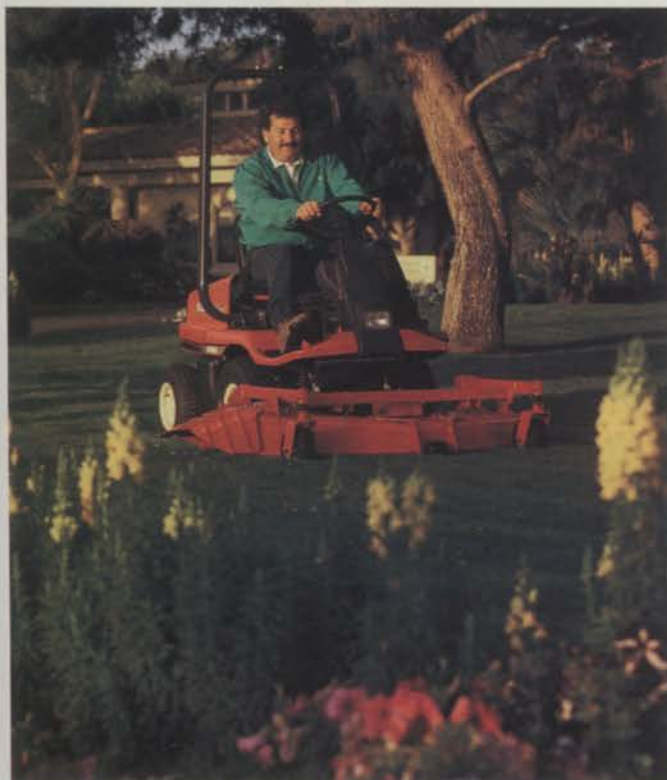
A 3-cylinder engine, "speed set control" hour meter, full-tilt steering wheel, one-touch seat adjustment, semi-flat deck and reverse air system are standard.

For the best quality cut, see your authorized Kubota dealer today.

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LM REPORTS

Aerifiers for every application

■ Turf managers worthy of their title can tick off these benefits of regular aerification:

- ✓relieves soil compaction,
- ✓decreases thatch, and
- ✓allows nutrients, air and water to reach turfgrass roots.

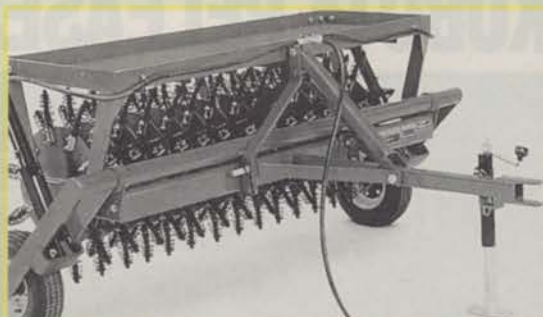
Now, the tough question: how many manufacturers of turf aerifiers can you name? If you can list only a half dozen or so, you're in for a real surprise when you look over the following chart, the most complete yet to appear in a turf magazine, we believe.

There are green aerifiers, red ones, orange ones. Some you walk behind, some you ride, some you pull with a tractor. There are huge ones that can aerate golf course fairways as quickly as your neighbor can mow his lawn. There are small ones that you can almost turn on a dime.

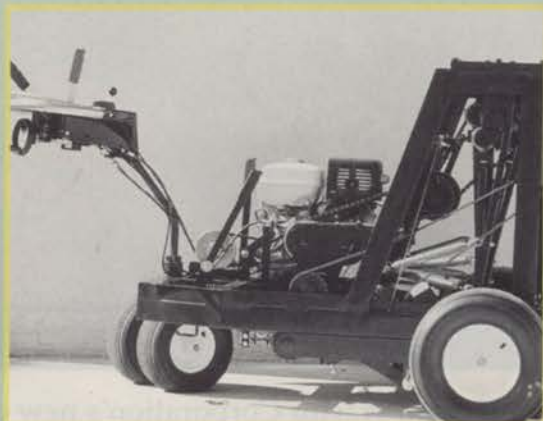
There are also choices to be made in the types and action of the tines, and the design and weight of the machines themselves. Some of the aerifiers pull cores, some jab steel prongs into the earth and fracture the soil.

Indeed, the most difficult task you may have is finding exactly the right machine for your turfgrass care needs. More than likely, that machine is available. Start your search on the following pages.

—Ron Hall



Aerify a normal fairway in 30 minutes with this John Deere unit.



Greencare International's Coremaster penetrates turf to more than six inches.



Verti-Drain from Emrex, Inc. aerifies more than 21,000 sq. ft./hr.



Turf Conditioners from Yeager-Twose have optional blade attachments.



Toro models include out-front attachments for Toro tractors, and three tractor-drawn aerators.



Jacobsen Aero Kings can handle up to 48 acres in a day's work.

TURFGRASS AERATORS

Company	Model	Features
Bannerman Circle No. 311	Super-Ject 600	4' or 6' wide, shatter tines or fine tines.
Beefco, Inc. Circle No. 312	Green-Rite III	One-pass over-seeder aerator, 58" working width, for small tractors 18-40 hp.
Bunton Circle No. 313	large area cultivators	Several models, working widths 37"-79", depths 3"-9"; tractor-mounted, Cat. 1, 3-pt hitch.
Emrex, Inc. Circle No. 314	Verti-Drain	5 models from walk-behind with 6" penetration and 24" working width to Model 305.250H working width of 98" and penetration of 16". Aerates 21,500 sq. ft./hr.
F. D. Kees Circle No. 315	Core Plugger	Aerates up to 17,200 sq. ft./hr. 5 h.p. engine. 16" swath width, flip-up hood. Foot-operated adjustment controls.
Feldmann Engineering Circle No. 316	TurfVents	6 models, all plug aerators. Swaths from 32" to 64". Tines penetrate up to 2½", 54 vents per square yard, all models with weight trays.
First Products Circle No. 317	Aera-vator	60" and 80" models. As rotors roll, PTO powers tines to vibrate in burrowing motion to penetrate and fracture harder soils.
Floyd McKay Circle No. 318	Deep Drill Aerofier	No separate tractor required. Kubota diesel 19 hp engine. Drill depth adjustable to 10". Designed for use on greens. Penetrates hard pan. Green healing time 2-4 days.
Gandy Circle No. 319	aerator attachment	Aerator option that quickly clamps around Gandy's 18x24" roller drum.
Greencare Int'l. Circle No. 320	Coremaster 6/150	2" to 6¼" penetration, roller bearing crankshaft with sealed bearings, steel aeration head and heavy-duty steel frame.
Hahn Circle No. 321	TM-140, TB-140	TM-140 for fairways, athletic fields, and industrial lawns. Attaches to any tractor with Cat. 1 3-point hitch to cultivate full 6-ft. swath. Weight rack holds up to 1000 lbs.
Hoffco Circle No. 322	aerator attachment	Option for Li'l Hoe and Big Li'l Hoe cultivators.
Holland Equipment Ltd. Circle No. 323	Aerway	Large-area aerators, rugged frame design, rollers ground driven, up to 8" penetration, cultivating-action tine design.
Jacobsen Circle No. 324	Aero King 9672/6448	For large turf areas fast. 4-6' widths. Aerate up to 48 acres per day. #9672 has 6' width, Model 6448 a 4' width. Aero Kings are easily towed behind any tractor with 20 or more hp with either a universal or 3-pt. hitch.
John Deere Circle No. 325	280S, 270	280S shatter-tine, 80" width can finish normal fairway in 30 minutes. Four adjustment positions 6'-wide 270 for core aeration with open or closed spoons.
Lesco Circle No. 326	Aerator-30	For lawn service companies, 5 hp B&S, large curved handles for maneuverability. Extra shielding on back of machine for operator protection, aerating width 28".

more on page 16

AERATORS from page 15

Millcreek Circle No. 327	420, 630, 840	Front mount for Hustler, Ford, Deere & Kubota commercial mowers. Model 420 is 42" wide, Model 630 is 63" and Model 840 is 84". Choice of standard 3/4-inch or optional 1/2-inch spoon sizes. Top weight rack.
Multi-Core-USA Circle No. 328	Multi-Core	Made in Australia. From walk-behind to tractor-mounted units. Working widths from 16" to 60", penetration up to 5" on Models TM 1000, 1500.
Newlon Bowls Circle No. 329	Drillcore	Made in Australia. Tru-Putt Golf Green Drillcore, drilling depths of 1"-4", patented core bit leaves clean, soft hole.
Ransomes Ryan Circle No. 330	many models	DGA 30-06 (deep greens riding aerator) provides a 30" width and variable spacing. Aerating depths from 4"-6" in 1/2" increments with adjustments made from operator's seat. 33 hp engine. Hydraulic drive. Three type of tines available. Lawnaire aerators for residential lawns and Tracaire line for fairways, fields and other large areas.
Sisis Circle No. 331	tractor-mounted	Made in Europe. Wide slitting aerators for golf fairways, athletic fields, other large turf areas. Interchangeable tines.
Southern Green, Inc. Circle No. 332	The Soil Reliever	Model 60, 60" working width, 16" depth; Model 80, 80" width, 16" depth. Even hole spacing with variety of tines.
Steiner Turf Circle Co. 333	AR 140	Front-mount hitch attach; 5" tines, 40" working width. AR 140 features ground-driven shaft with greaseable bearings. Down pressure from tractor's front lift increases penetration.
Terracare Products Circle No. 334	4 Terra models	Walk-R-ide II: 8 hp, aerating width 18", three speeds forward, one reverse, 35,000 sq. ft. per hour, penetration 2 1/2". Terra 98: aerating width 22", pull with 12 hp tractor. Terra 200: aerating width 3', for athletic fields, golf courses. Terra 320, aerating width 5'.
Toro Circle No. 335	many models	Greens Aerator, 16 hp Kohler engine, 13,000 sq. ft./hr. Remove and replace tines in less than 5 minutes, hydraulic lift lever for coring unit. Also Fairway Aerator, Aerator 75 for use as out-front attachment to Toro tractors, and three tractor-drawn aerators for general turf areas.
Turfco Mfg. Inc. Circle No. 336	The Aerator	3/4" tines penetrating 2 1/2" deep. Aerate up to 10 average lawns per day. Aeration width 20". Wide drum in front makes turning easy.
Turfster International Circle No. 337	Turfster/Dedoes	Most popular aerator is drum version (3 models), pick up cores at time of aerating. Model J designed for extra strength. Open spoon tines also available for this unit hinged tine that pivots, allowing clean removal of plugs from tines.
Worksaver, Inc. Circle No. 338	four models	Available with pull-type hitch or with Category 0 or 1 (3-pt. hitch), welded spikes, herringbone pattern.
Yeager-Twose Equip. Circle No. 339	TC 10 & TC 11	Turf conditioners, one-pass operation, suitable for majority tractors from 35 hp. 7 blades, working width 70". Optional blades available; vibrating blade and 'bullet' break up under-surface compaction, TC-11 compact model, width 18".

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What is

PROFESSIONALISM

'Look the part, act the part, and then charge the part,' one landscaper says. There are many other opinions, though.

■ Many companies in the lawn and landscape industry aren't even professional enough to know they're not professional, say those on the other side of the fence.

Ask any well-known businessman and you'll hear "horror stories" about the unprofessional and "low-balling" competition they confront on an everyday basis.

"The first problem with professionalism in this industry," one landscaper tells LANDSCAPE MANAGEMENT, "is that there isn't any. When you say landscaper to somebody, the first thing they think of is somebody with a pickup and a mower. Education is part of the problem. Historically, it's been a lesser educated person who didn't understand the ramifications of being in business."

According to Jack Robertson of Robertson Lawn Care, Springfield, Ill., it's mandatory that smaller companies be professional. "The smaller company that says it can't afford to be professional is admitting a lack of professionalism," he notes. "The scapegoat is pure cost. But how can you afford *not* to be professional?"

For the record, here are some keys to professionalism, and their sources:

● "Professionalism is doing a job better than the customer could ever expect. The difference is knowing more and being able to produce at a higher level." (*Russ Adsit, Adsit Landscape & Design, Nashville, Tenn.*)

● "Professionalism is employee education, keeping up with government regulations, knowing your costs, knowing

enough to ask for outside help, being properly insured, knowing the safety and environmental aspects of the job. And it's taking responsibility to communicate to the customer what professionalism is." (*Arnie Sieg, The Bruce Company, Racine, Wisc.*)

● "Professionalism connotes a high level of commitment to your clients, to the industry, and to keeping yourself knowledgeable and skilled in the latest technology and developments. A professional is sensitive about, and committed to, projecting a positive public image at all times...and to treating his co-workers and associates with respect. A professional is ready and willing to share ideas and information to promote the industry." (*Mike Frank, David J. Frank Landscaping, Germantown, Wisc.*)



Fogarty: 'High value' is not always equal to high quality.

'Low-ballers'—For some reason, the question of professionalism always seems to come back to those "low-ballers" undercutting prices on the true professionals. These companies are in business for a mere blink of an eyelash, then



Adsit: Do a better job than they would ever expect.

go out of business so others can quickly replace them.

"Not all customers are only concerned with the lowest price," notes Larry Wright, president of the Metropolitan Detroit (Mich.) Landscape Association. "But unless you prove to them that you are more professional than the low-ballers, they may not have any other choice than to use price as the determining factor."

And low price-quoting is not limited to the smaller companies, says Phil Fogarty of Crowley Lawn Care, Cleveland.

"Some of the bigger companies are not striving for quality lawn care any more," he says. "They're just calling it 'high value.' That makes me nervous because it can really hurt the overall image of the industry."

"If we don't get back to TQM models then, as a whole, our industry will even get worse as far as professionalism. Some trends are going in the wrong direction."

"Low price has never made a great company yet."

continued on page 22

Here's proof that Typar Pro Landscape Fabric is easier to install.



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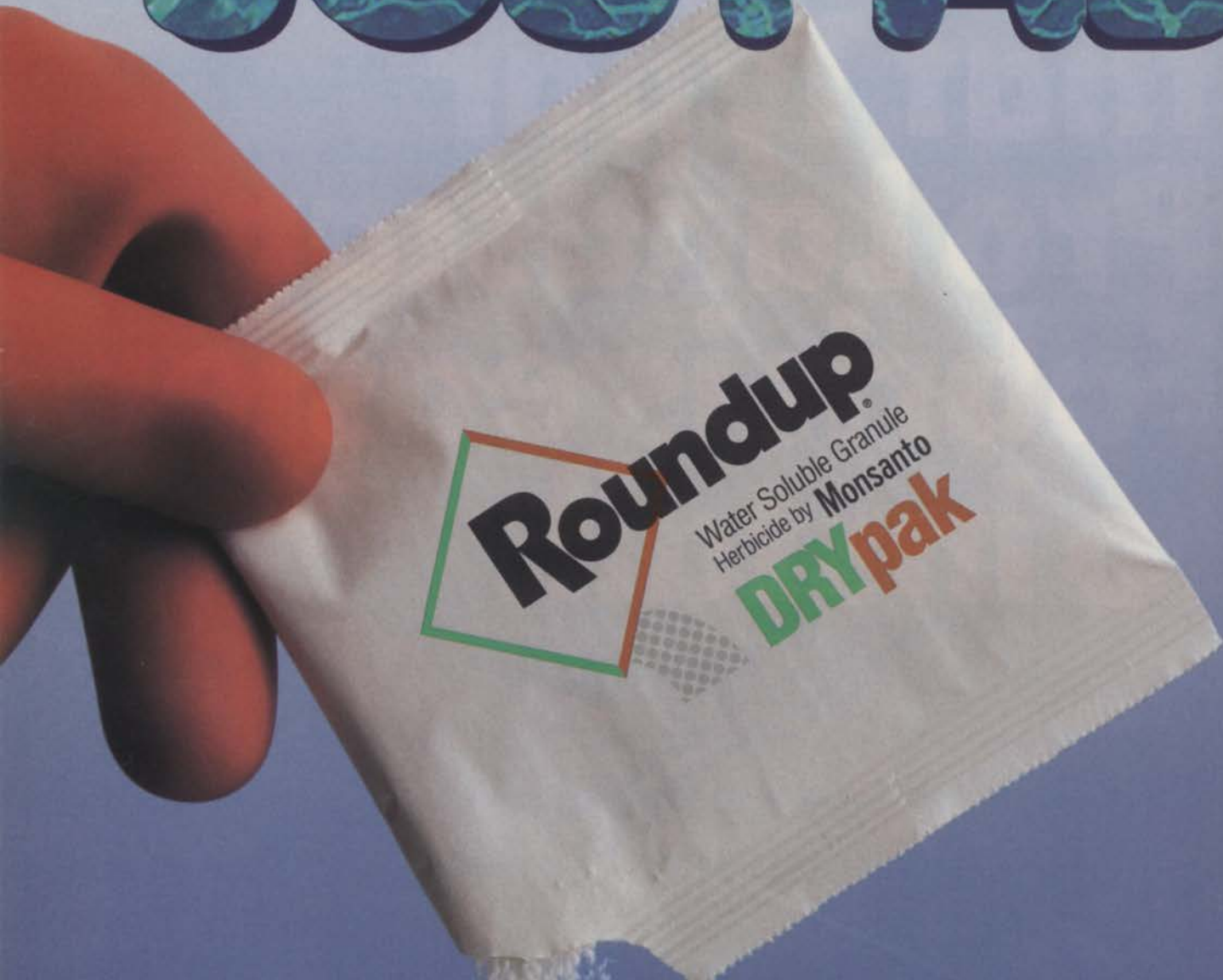
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