

to become involved with testifying against this type of legislation. If we do not present our side of the story we may find ourselves with our most vital tools taken away from us.

In any community where mosquitoes are a pest or health problem and a control program is established, the control agency is likely to be one of the largest local users of insecticides. Anti-pesticide propaganda has been so pervasive and intensive that a substantial segment of the public believes that all pesticides are bad. The local control agency is thus cast in a villain's role in their eyes. In truth, mosquito control agencies are just as concerned in maintaining a quality environment as are the vociferous newcomers to this field. Witness

alone, the many papers and panels on ecology in this program. It behooves mosquito control agencies to improve their public relations activities and tell the true story to the public. We have been telling our story poorly or not at all. Our young people in particular, are knowledgeable about environmental matters to a surprising degree but their strong negative bias toward insecticides reflects deficient and inaccurate training.

In conclusion, mosquito control in the hands of professional entomologists and engineers who know the advantages and limitations of all their control tools, can provide a high degree of mosquito suppression without attendant environmental hazards.

ADMINISTRATIVE AND OPERATIONAL PHASES OF THE MOSQUITO CONTROL PROGRAM¹

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It was the objective of the panel assembled to explore the functions and responsibilities of administration in the operational phases of the mosquito control program.

The basic functions of mosquito control administration were clearly set forth, which included organization under the provisions of law and operation in accordance with related laws, particularly those relating to the expenditure of public funds. The subject of "conflict of interest," relating both to elected or appointed board members and employees, was of particular audience concern.

The section addressed to "Budget Plan-

ning and Control" was worthy of separate publication for this was described as the "most important operational tool." (See Editorial Section--Ed.) Budget-making procedures were described; work plans and their development from annual to monthly control guides were discussed; and the importance of fiscal knowledge and controls for the successful management of the program were stressed.

The evaluation of the control program was discussed from the administrative standpoint, describing all the common entomological and economic methods commonly employed. A new, fresh approach was added, namely, the evaluation of the superintendent or director often reflects the true evaluation of the program itself. The arguments presented were both meaningful and persuasive.

The use of public relations in mosquito control was described as "insurance for

¹ Summary of the presentations of a panel consisting of G. C. McFarland; A. W. Buzicky; R. E. Dorer; G. M. Stokes; R. Ostergaard; J. H. Kimball; G. T. Carmichael; Jay E. Graham; R. L. Vannote, Moderator.

successful mosquito control in the future." The various avenues of public relations were discussed and evaluated. Mosquito control agencies were urged to be "on the offensive" in their public relations, for the effective program stresses "good works well publicized."

The development of a mosquito control program and its operative function were discussed in light of the administration's responsibility for the whole. The importance of establishing administrative guidelines for all control functions based on board policy was emphasized.

It was established that the mosquito control operator in the field represents and speaks for the mosquito control agency and its administration. Therefore, it is essential that he be thoroughly trained in his respective duties; is knowledgeable of the overall problem; and is capable of making a good public impression. The several methods of training personnel were discussed.

It was held that long-range plans were an essential administrative and operational

phase of mosquito control; yet such plans, by necessity, must be flexible due to the ever-changing face of the problem. The importance of up-to-date factual knowledge of the mosquito potential and current density was stressed as a major factor in the operational adjustment of the control plan.

Argument was advanced that all mosquito control projects were in need of upgrading. The importance of "re-evaluation" of the program was advanced as being necessary to indicate where and how upgrading is needed. The requirement of upgrading is not an indication of administrative weakness but often related to lack of adequate financing or even board policy.

The subject assigned to this panel was a challenge and it was regretted by all that time limited the topic presentations and discussion.

As moderator, it was a pleasure to work with a group of experts in the field of mosquito control administration and on behalf of the Association, I thank them for their time and effort.

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