

On October 11, 2006, KNBC broadcast a story about Sick-Amour on one of their Los Angeles news shows, "The Local Story" on digital cable channel 4.4 as well as on www.nbc4.tv.

Here's a transcript of the story:

Ross Becker: Right now. Right now there is a man sitting in a tree in the parking lot at the Rose Bowl. There he is. Now normally this would not be big news or even significant in any way. But it becomes a local story if you understand why, or in the words of the man in that tree, Joel Tauber, what's at stake. And that's why he's sitting in that tree and nurturing that tree. You see, Joel has adopted this tree in the Rose Bowl parking lot. And, Joel is obviously live with us right now up in the tree that he adopted. Joel, let's start at the beginning here. This tree was in the parking lot, surrounded by automobiles, surrounded by asphalt, and you thought it was going to die, and you stepped in.

Joel Tauber: That's exactly right. This tree... I noticed it, and it struck me as a really powerful symbol in terms of where we are environmentally. The world is becoming a big parking lot, the wilderness is disappearing, and there are a lot of people who are starting to talk about how we need to take care of things stuck in our urban jungles as opposed to just trying to take care of things in some remote wildernesses. So, I looked at this tree, and it struck me as really beautiful, but it seemed very forlorn and lonely. It was disconnected from the river, which is only 100 feet from it, but it may as well be miles away because of the asphalt and the concrete that's lining the river. And it was disconnected from other trees, and it was disconnected from the soil and from the water and oxygen due to the asphalt. And that struck me as a pretty horrible thing, but it was also very common, and I wanted to do something about it.

Ross Becker: It was an orphan.

Joel Tauber: Yes, it was an orphan, and it had no chance to reproduce either. It tries. It creates flowers. And, it tries very hard to reproduce, but it had no chance on its own. There's a lot of pathos hidden in this tree.

Ross Becker: So, what have you done for this tree, to nurse it back to health and to make it a healthy symbol?

Joel Tauber: I started by watering the tree. I brought these very large water bags, 20 gallon water bags, and put a series of them around the tree. And, I would do that pretty often to try to give it the water that the asphalt was keeping from it. Then I put in tree guards in order to protect it from cars. Because cars were hitting the tree and buses were hitting the tree because not everyone was noticing it when they were driving. And that was really horrible. So we put those tree guards in, and that was preventing it from getting hit by cars. And, there's been really wonderful people in the City of Pasadena and the Rose Bowl. Darryl Dunn, the General Manager of the Rose Bowl, and Jess

Waiters agreed to help me out with this project. And, we removed the asphalt around the tree, 400 square feet, just recently, in order to construct a monument or a museum about this tree. There will be a boulder necklace (if the design is approved) in order to celebrate the tree and highlight its beauty.

Ross Becker: Did you think one guy had this much power?

Joel Tauber: I am very happy that the charm of the tree ... that other people are seeing it as well.

Ross Becker: Joel, you got to admit to me, though. I am sure that some of your friends, in some of your circles, when you told them that you were going to adopt a tree at the Rose Bowl, they looked at you a little askew, didn't they?

Joel Tauber: Yes, it is slightly odd. I totally understand that. At the same time, things that are odd aren't necessarily wrong. In fact, oftentimes, they can make a lot of sense after initial impressions. I've had a lot of support from so many people, all kinds of people from the environmental activist community and the arts community, and just a lot of people from Pasadena and elsewhere. The key, I think, is that I'm just trying to call attention to this tree. Really we should be looking at all trees in parking lots and elsewhere. There's so much going on with them. If we paid more attention to them, maybe we would give them more love. And they can help us out. This one tree cleans 5 pounds of air pollution itself each year.

Ross Becker: One last thing, how would you counsel future tree foster parents?

Joel Tauber: That's really funny. It would be great if there are as many tree foster parents as possible. And, just follow your heart. Open your eyes to the beautiful trees.

Ross Becker: Joel Tauber sitting in the tree he's adopted. I don't want to call it his tree because it's our tree and it's in the parking lot by the Rose Bowl. Drive by and take a look at it. Please don't hit it. Joel, thank you so much for your efforts. It looks like the leaves are turning. It obviously is Fall. Thank you so much.