

## **Title: 2014 NYS IPM Program Communication Team Status Report**

**Date:** January 21, 2015

**Project Leaders:** Mary Woodsen, science writer; Karen English, website coordinator

**Project Collaborator:** Spider ITX Website Designers; Cornell Custom Web Development team

**Abstract:** In 2014 the NYS IPM Program's communications team researched, wrote, and designed our 2013 – 14 annual report and distributed news releases on our Excellence in IPM award recipients. We also continued our careful examination, analysis, and overhaul of scores of webpages while updating them with new content and improving functionality. And we continued and expanded our social media reach via our blog, ThinkIPM, along with Facebook posts and Twitter feed.

**Description:** As we have in the recent past, we've continued to improve our website's usefulness and functionality. We have created, consolidated, or recast new pages while adding new content, keeping time-sensitive articles updated, and removing dated material. We completed our flagship print publication — our annual report: *The Year in Review 2013 – 2014* — well ahead of previous years and have begun planning for a yet more timely report in 2015. We made use of Cornell's free Lynda.com subscription to bone up on topics that will contribute to better choices for better design. And working with the Custom Web Development team, we considered a new look and new functionality for more relevant — and quicker — search results.

**Website Statistics:** please see *Analytics\_nysipm\_4thQ\_2014.pdf*, submitted with this report, to view the 50 most downloaded pages on our website. Definitions to remember:

- A *pageview* is a view of a page on your site tracked by the Analytics tracking code. If visitors hit reload after reaching the page, these are counted as additional pageviews. If they navigate to another page, then return to the first, a second pageview will be recorded as well.
- A *unique pageview* aggregates pageviews generated by the same user during the same session and represents the number of sessions during which that page was viewed one or more times.

### 1. Updates:

- *Bed Bugs Are Back! An IPM Answer Fact Sheet*
- *Spotted Wing Drosophila fact sheet*
- CCE Fruit Programs Personnel
- Staff Directory for 2014
- *NEWA brochure*
- IPM for Landscapes homepage
- In process: redesigning the *Nursery, Greenhouse & Christmas Tree homepage*. The pages are now in html format, and contain blogs, events, and twitter feeds.

### 2. Newly Created:

- Awards (2013): Ron Gardner
- Annual Report 2014
- New slideshow featuring images from the most recent Annual Report
- *Lessons Learned from Six Years of Kudzu Research*
- *Controlling Squirrel Problems in Buildings*
- *Onion Maggot Fact Sheet*
- *Integrated Pest Management for School and Municipal Buildings, Part 3 Fact Sheet*
- 2 fact sheets for Invasives & Exotics: *Cherry Bark Tortrix Moth* and *Apple Proliferation Phytoplasma*
- 2 Fruit IPM Fact Sheets: *Cherry Leaf Spot* and *Grapevine Red Blotch*

- 6 Community IPM Fact Sheets: *Bald-faced Hornets, Paper Wasp, Bumble Bee, Brown-banded Cockroach, Blow Fly and American Cockroach*
- Created a Commercial Vegetable programs section for the website: created 15 new pages, and a new link from the Vegetable menu
- Fruit, Vegetable, and Dairy IPM *Organic Guides* 2014
- *Community IPM* brochure

3. Special collaboration with Northeast IPM Center: composed the html pages for [Best Management Practices for School IPM](#), 152-page website, including 84 images.

4. Greenhouse Scout App: using the Gorges interface, I made many updates to the photographs and text for the Greenhouse Scout app.

### **We improved website functionality:**

This year I have collaborated with Cornell's Custom Web Development (CWD) to develop a plan for better organizing and presenting the publications on our website. In support of this project I have convened a Website Committee, comprising Marion, Matt, Brian, Mary and myself.

Cornell's Custom Web Development (CWD) evaluated our website, looking for ways to "utilize the site's research and academic information to create a user-friendly content architecture and search interface for individuals to quickly find solutions to their pest related problems." In their first report, they made recommendations for improving the navigation experience for the user, and compared four different platforms that would support improved functionality, such as with Search and Responsive Design.

Specifically, they recommended that we: 1. Simplify the information in an approachable, solution oriented way rather than in an academic, research oriented way, and 2. Install a modern, behind-the-scenes architecture to support new functionality.

In response to the recommendations, I mocked up a sample of 5 web pages, and the Website Committee and I discussed how well the new graphic layout simplified and clarified navigation.

After evaluating the supporting platform options, I chose Drupal as the content management system for our website. Drupal can give us all the features we want, and will be most cost-effective in the long run.

At my last meeting with CWD, we discussed the next step for the project, a "Project Initiation Plan, detailing the primary objectives of the migration, what's in and out of scope, and associated individual tasks and hours for the migration, resulting in an estimated cost for the project". This next phase is scheduled to begin February 6, 2015.

### **Social media**

1. Created a new banner to represent the program on the IPM Blog, and YouTube
2. Additions to the [NYS IPM YouTube channel](#):
  - *How to Scout for Fresh Market Sweet Corn* Video
  - *Rodent Shimmy* Video
  - *Mosquito Management* Video
  - Posted *Running for Cover* Video
  - Posted *Kleptoparasite* video
  - Posted *Infested!* Video
  - Posted *Distinguishing Late Blight from Other Potato and Tomato Diseases* video
3. The IPM Program now supports 11 blogs. Most of these have been fed into the corresponding IPM website page, to increase fresh and new information on our website:
  - [Field Crops Weekly Pest Report Blog](#)
  - [WNY Sweet Corn Trap Network Report](#)

- [Late Blight Management Updates](#)
  - [Spotted Wing Drosophila](#)
  - [ThinkIPM blog](#)
  - [Christmas Tree IPM Update](#)
  - [Greenhouse IPM Update](#)
  - [IPM for Sod Production](#)
  - [IPM for Ornamental Nurseries](#)
  - [Tree Integrated Pest Management](#)
4. We consistently broadcast all postings of IPM blogs, and all new postings on the website, via Facebook and Twitter.
5. 4. Our ThinkIPM Blog has taken on the function of reaching people new to IPM as well as producers seeking basic information of use to their customers and clients. Several have including several with innovative quiz formats — earning rave reviews from the community team. But after batting around some online ways to create such posts together, real life (*aka* busyness) trumped our efforts. Still, one day we just might pull it off.

Our 71 posts for 2014 include:

1. 12/19	<a href="#">Calling All Farmers — Winter Conferences (and the IPM Connection)</a>
2. 12/17	<a href="#">Child Safe Playing Fields Act – Frequently Asked Questions</a>
3. 12/05	<a href="#">Dealing With Wildlife and the Laws That Protect Them</a>
4. 12//02	<a href="#">Grape and Hops Winter Workshops: Now!</a>
5. 11/25	<a href="#">“No Surprises” Trip Prep? IPM, Prevention Are Key</a>
6. 11/21	<a href="#">DIY “Strip-Trials” for IPM On-Farm Research</a>
7. 11/18	<a href="#">For New Invasive Lanternfly, Best IPM Tool is Your Eyes</a>
8. 11/11	<a href="#">Roses are red but rose rosette virus will make you blue</a>
9. 11/07	<a href="#">IPM Watchwords for Adaptable Pest   Lessons Learned</a>
10. 11/04	<a href="#">This Wasp Pollinates Your Posies — and Makes Nests of Grass</a>
11. 10/30	<a href="#">Deal with “Empty Nester” Wasps Now — Prevent Problems Next Year</a>
12. 10/27	<a href="#">This IPM Annual Report: A Good Read — No, Make That GREAT</a>
13. 10/24	<a href="#">Critters Can Do — Match the Pest and What It Does</a>
14. 10/22	<a href="#">IPM for Wildlife — the Hotline Begins Here</a>
15. 10/15	<a href="#">What’s the Buzz — About Citronella Ants</a>
16. 10/09	<input type="checkbox"/> <a href="#">IPM Head Smut Alert! Check Your Corn</a>
17. 09/30	<a href="#">IPM for Dead Grass SOS</a>
18. 09/23	<a href="#">Test Your Bed-Bug IQ</a>
19. 09/18	<a href="#">Tiny Fruit-Fly Pest Packs Big Wallop — Now on TV</a>
20. 09/16	<a href="#">What Is That Wasp in the Window?</a>
21. 09/11	<a href="#">Late Blight Strikes Again — Blame It on the Weather</a>
22. 09/09	<a href="#">Bee Alert When Using Pesticides</a>
23. 09/04	<a href="#">Alien Plant Take Over Your Flowers? No — It’s “Aster Yellows”</a>
24. 08/27	<a href="#">Punching Out Grubs</a>
25. 08/21	<a href="#">Baiting for Mice, Rats? Try String!</a>
26. 08/19	<a href="#">Have No Fear: Pests Are Smaller than They Appear</a>
27. 08/14	<a href="#">The Cutworms Are Coming</a>
28. 08/12	<a href="#">Tipping the scales of tree health</a>
29. 08/05	<a href="#">Dog-day Cicadas — and the Wasps That Do Them In</a>

30.07/31	<a href="#">Best Bets for Bees</a>
31.07/29	<a href="#">Beware This Beetle: It Is B-A-D</a>
32.07/16	<a href="#">Tis the Zzzzzzzzzzz Season</a>
33.07/15	<a href="#">IPM's Pest Pinochle Debuts at Empire Farm Days</a>
34.07/03	<a href="#">Bad News for Basil</a>
35.06/27	<a href="#">Watch for Pine Sawflies</a>
36.06/23	<a href="#">Teaching Growers About IPM for Sweet Corn</a>
37.06/12	<a href="#">Get Hopping? Cornell Hosting Hops Conference at CLEREL</a>
38.06/10	<a href="#">Why Is This Grass Weak?</a>
39.06/05	<a href="#">The 80/20 Rule of Pest Activity</a>
40.06/03	<a href="#">Green Lacewing a Good one!!</a>
41.05/28	<a href="#">Identifying Your Pest - with Poop?</a>
42.05/27	<a href="#">Keep Records on Pests</a>
43.05/23	<a href="#">It Might Be Eden - But Not for Insect Pests</a>
44.05/20	<a href="#">Dandelions — Love Them or Leave Them, but Don't Spray Them</a>
45.05/15	<a href="#">Helping farmers provide worm free sweet corn to their customers</a>
46.05/13	<a href="#">Top 5 Pest Hangouts — in Your Kitchen</a>
47.05/08	<a href="#">Purple — Not the New Green in Spring</a>
48.05/06	<a href="#">Field Crop Go-to Report Profits — You</a>
49.05/02	<a href="#">High Tunnels Give Farmers a Jump on the Season — and an IPM Advantage</a>
50.04/24	<a href="#">Goodbye Snow, Hello Scouting</a>
51.04/17	<a href="#">Tick Checks and More — Stay Healthy and Happy While You're Outside</a>
52.04/15	<a href="#">Athletic-Field Disaster — It's All About Prevention</a>
53.04/10	<a href="#">Go wild for wild bees!</a>
54.04/08	<a href="#">Feelin' the burn</a>
55.04/03	<a href="#">Order Greenhouse Test Kits Now and ...</a>
56.04/01	<a href="#">Mice in Your School? Who's Job Is It, Anyway?</a>
57.03/27	<a href="#">Conference Call? Call Me When It's Over!</a>
58.03/25	<a href="#">Computer or Calendar? — Choose NEWA for better IPM</a>
59.03/20	<a href="#">Efficacy Goes Organic</a>
60.03/19	<a href="#">Woolly or not, hemlock woolly adelgid could fall victim to this winter's cold snaps</a>
61.03/18	<a href="#">Clean It Up – Sanitation Key for Grape Black Rot</a>
62.03/11	<a href="#">Eastward Ho!</a>
63.03/06	<a href="#">Weather Instrument Calibration</a>
64.03/04	<a href="#">eNEWA for Grapes Beta Testing</a>
65.02/27	<a href="#">Greenhouse Growers: Be on Your Toes About TMV</a>
66.02/26	<a href="#">Fruit Farmers! Your Help Needed: Take this Survey</a>
67.02/25	<a href="#">Life Finds a Way</a>
68.02/20	<a href="#">Side by Side: "Strip-Trial" Techniques for On-Farm Research</a>
69.02/18	<a href="#">Count your growing degree days to help control white pine weevil</a>
70.02/06	<a href="#">Got gypsy moths eggs? Check NOW</a>
71.01/06	<a href="#">Learn All About It!</a>

6. We consistently broadcast all postings of IPM blogs, and all new postings on the website, via Facebook and Twitter

## **Our 2013 – 14 Annual Report includes XX stories and accompanying mini-stories:**

- *Got Asthma? Try IPM | Gotta Sweat the Small Stuff*
- *Bed Bug Info Made Easy | Help Others Help Themselves*
- *Getting the Bugs Out of Nassau's Beds | Tools of the Trade*
- *BMPs and More for Safer Schools, Healthier Kids | Safer Turf for Safer Schools*
- *Watchwords for Keeping an Adaptable Pest at Bay | Drama from on High*
- *Different Pest. Same Watchwords | Up Close and Personal*
- *The Wildlife Hotline Begins Here | Make Prevention Your Mantra*
- *Trac'king Farm Data [On the Trak Train]*
- *Tiny Pest, Huge Impact | Imagine ....*
- *App is Ammo in Bug War| Scouting Made Easy*
- *Taking the Temperature on Healthy-Crop Tactics | Tiny Nematodes Come in Small Packages*
- *The Numbers Tell the Story | Vote of Confidence*
- *Resource-Rich Guides for Organic Growers*
- *Trap Network Traps Knowledge for Sweet Corn Growers | Monitoring Moths? This Little Box Is a Big Help*
- *Channel Your Inner Farmer | Knowledge Trumps All*
- *We Reward Excellence*

## **We wrote news releases and story pitches for *Excellence in IPM Awards* for**

- *Thirst for Knowledge Earns "Excellence in IPM" Award for Christmas Tree Grower Group; Christmas Tree Grower Group Earns "Excellence in IPM" Award.* (Christmas Tree Farmers Association of New York)
- *Understated Approach with Phenomenal Results Earn "Excellence in IPM" Award for Fruit Specialist* (Michael Fargione)
- *Desire to Make a Difference Earns Excellence in IPM" Award for Pest Management Educator* (Ron Gardner)
- *Good Bugs Key for Wholesale Vegetable Grower* (American Vegetable Grower ran story, translated into Spanish edition); *Good Bugs Help Vegetable Grower Earn Excellence in IPM Award* (Mark Zittel)

## **We provided graphic design for:**

- CCE vegetable prog...

## **We provided graphic design for:**

- 2014 Annual Report
- CCE vegetable program poster 2014
- *Scouting Sweet Corn* video: Updated the Sweet Corn Scouting Record form and made 50 different versions; also created Title, URL, and Credit slides
- *Distinguishing Late Blight from Other Potato and Tomato Diseases* video: created Title, URL, and Credit slides
- *Asian Soybean Aphid* Video: created Title and Credit slides; combined 4 movies made by Mary into one, export
- Excellence in IPM Award (2013) for Ron Gardner
- *Integrated Pest Management for School and Municipal Buildings, Part 3* Fact Sheet
- *Onion Maggot* Fact Sheet

- 2 fact sheets for Invasives & Exotics: *Cherry Bark Tortrix Moth* and *Apple Proliferation Phytoplasma*
- 2 Fruit IPM Fact Sheets: *Cherry Leaf Spot* and *Grapevine Red Blotch*
- 6 Community IPM Fact Sheets: *Bald-faced Hornets*, *Paper Wasp*, *Bumble Bee*, *Brown-banded Cockroach*, *Blow Fly* and *American Cockroach*
- *Community IPM Impacts 2013-2014* update
- *IPM Organizational Chart* update
- *NEWA* brochure update
- *Community IPM* brochure
- Redesign of the *Barn Flies* brochure
- Redesign of all 11 titles of the Field Crops Brochures series
- *Weather Station Maintenance & Troubleshooting Guide*
- *Controlling Squirrel Problems in Buildings*
- created half-page handouts for Greenhouse References
- updated images for the Greenhouse Biocontrol App, and created icons for Pocket IPM, Greenhouse Scout, and Conifer Scout
- *Child Care Survey* postcard
- *Organic Guides* advertisement update
- Business-size cards to advertise the *Weekly Pest Report* blog

**Outreach:**

Participated in Empire Farm Days, featuring our card game, *Pest Pinochle*, and another game, *What Would a Farmer Do?*