

Title: 2013 NYS IPM Program Communication Team Status Report

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

Project Collaborator: Spider ITX Website Designers

Abstract: In 2013 the NYS IPM Program's communications team researched, wrote, and designed our 2012 – 13 annual report and distributed news releases on newly hired staff and on 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 began — by fits and starts — our entry into the world of social media.

Description: The NYS IPM Program has added several blogs to its social media presence. Similarly to our work in years past, we've improved the website's usefulness and functionality by creating or recasting new pages, adding new content, keeping time-sensitive articles updated, improving search interfaces, adding widgets and related gizmos to provide Cornell events and social media icons, and removing dated material. We completed our flagship print publication — our annual report: *The Year in Review 2012 – 2013*. We also provided staff presentations on usage, photography, and fresh ideas for stale exhibit tables. Our attendance at key Communicators@Cornell sessions provided access to expert knowledge from professional editors, writers, designers, and marketers across Cornell University — while our attendance at NOFA-NY in January and Farm Aid in September brought us brand-new outreach opportunities to new audiences even as we learned about best practices in tabling to these audiences from our fellow exhibitors.

Website Statistics: please see *Analytics_nysipm_4thQ_2013.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.

We added these publications and website sections:

1. Updates:

- [Bed Bugs Are Back! An IPM Answer](#) Fact Sheet
- [Grubs in your lawn? a guide for lawn care professionals and homeowners](#) brochure

2. Newly Created:

- Awards (2011): Landers, McKay, Nault, and Stanyard; (2012): Bachman and Lamb
- Added Excellence in IPM Awards from 1996-1999
- Created alphabetical list of Excellence in IPM awardees
- [Annual Report 2012](#)
- Project Reports 2012
- Project Reports 2013
- [Fruit, Vegetable, and Dairy IPM Organic Guides 2013](#)
- [Christmas Tree IPM Elements](#)
- [Pest Identification Center for Household Pests in the Northeast US](#)
- [10 Bed Bug Management, One Step at a Time Prezis](#)
- [20 Bed Bug Management, One Step at a Time fact sheets](#), both English and Spanish versions

- *Chrysanthemum White Rust Alert* for New York State 2013 2-pager
- [Practical Suggestions for Managing Fungus Gnats in the Greenhouse](#) Fact Sheet
- *Don't Let Carpenter Ants Renovate Your Home!* brochure
- [Chinese Hemlock](#) fact sheet
- New website Page for [Greenhouse Pesticide Resistance Webinars](#)

We improved website functionality:

- Negotiated with Spider ITX for a new Hosting Agreement
- The EIQ Calculator was moved from its location on the Cornell LAMP1 server to a new location on nysipm.cornell.edu. This move included updating the database, and establishing a redirect. We worked with ITX to develop the interface that will allow us to update the database (myPHPAdmin).
- We made new arrangements of the lists of [Project Reports \(since 1997\)](#), so that website visitors can now browse reports by both Year and Topic. We've also been working with Cornell's Integrated Web Services (IWS) to develop a Google Search within the Project Reports directory only. This has been more complicated than anticipated. At this point, we're looking at alternate ways of providing this information to our website visitors.
- The IPM Website Calendar Events page has been improved with a widget that inserts the Cornell Calendar feed
- Began updating the footer on all pages with social media icons
- Successfully researched how to [embed Prezis](#) on our web pages

Social media

1. The IPM Twitter feed has replaced the RSS feed on the homepage, because the Twitter feed is more current.
2. Six Videos were added to the [NYS IPM YouTube channel](#):
 - *Pheromone Trap Network Setup & Monitoring*; 164 views
 - *Potato Leafhopper Sampling*; 44 views
 - *4 Rodent Management*; 429 views in all
3. The IPM Program now supports 5 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](#)
 - [IPM Blog](#)
 - [Tree Integrated Pest Management](#)
4. We consistently broadcast all postings of IPM blogs, and all new postings on the website, via Facebook and Twitter

Our 2012 – 13 Annual Report includes 13 stories:

- Watch Cows at Work to Watch Pests at Work
- When an Early Spring Busts Out All Over
- Side by Side: Farmers, Researchers Test DIY “Strip-Trail Techniques for On-Farm Research
- Fight Fire With — Research, Scouting, Education, the Works
- You Can't Fix It if You Don't Know What It Is
- Efficacy Goes Organic
- Punching Out Grubs

- Temporary Fixes for Lasting Results
- When Being Half-Wrong is Right-On
- End Run Around Sports Injuries for Young Athletes
- Workshops on Wheels
- Do *Something* About the Weather — Use Late-Blight DSS

... and accompanying mini-stories:

- Take the *Ouch* Out of Being a Cow
- A Picture Is Worth a Thousand Words
- Choices! Choices! On-Farm Research to the Rescue
- When *Bad* Meets *Worse*
- Of All the Gall
- Diseases on Trial
- Direct Hit
- Iconic Cooperstown
- Down the Drain
- Limping Along
- Aphid ABCs
- We're Happy, Too
- Pandemic on the Loose

We provided graphic design for:

- CCE vegetable program poster 2013
- [Bed Bugs Illustrated posters and fact sheets](#)
- [Chinese Hemlock](#) Fact Sheet
- [Don't Let Carpenter Ants Renovate Your Home!](#)
- [Bed Bugs Are Back! An IPM Answer](#)
- [Practical Suggestions for Managing Fungus Gnats in the Greenhouse](#) Fact Sheet
- Community IPM Impacts 2013
- *Chrysanthemum White Rust Alert for New York State 2013* handout
- Outdoor Education handouts
- [Grubs in your lawn? a guide for lawn care professionals and homeowners](#) updated brochure
- *What is IPM for Teachers* brochure
- postcards for Buildings and Schools Survey
- [Fruit, Vegetable, and Dairy IPM Organic Guides 2013](#)
- [Potato Leafhopper Sampling](#) video
- Four [Rodent Management](#) videos
- [Sweet Corn Pheromone Trap Network Setup and Monitoring](#) video
- Website "business cards"
- Organic Guides "business cards"
- [Pest Identification Center for Household Pests in the Northeast US](#)
- *Greenhouse IPM Workbook*
- IPM Pest Pinochle card game, 2 versions
- 2 banners to advertise our booth at Farm Aid
- [Sweetcorn Pheromone Trap Network](#) blog banner
- *IPM Annual Report 2013*
- Pocket IPM Logo

Miscellaneous | Two One-Hit Wonders:

In January we exhibited as vendors at NOFA-NY, underwritten in part by the Northeastern IPM Center. And in September Farm-Aid, a family-farm benefit nonprofit begun over a quarter-century ago by musical luminaries Willie Nelson, Neil Young, and John Mellencamp, came to New York for the first time — and our vendor proposal for the Homegrown Village was accepted. For NOFA-NY we created a from-scratch looping slideshow on invasive species; we adapted that slideshow for Farm Aid while creating from-scratch games and activities. Both venues were tremendous learning opportunities as we watched other experienced vendors at work. At Farm Aid in particular we interacted with hundreds, perhaps thousands, of people who represent a barely-touched audience for us.