

NYS IPM Communications Team: 2005 Accomplishments

Abstract. In 2005, the NYS IPM Communications Team—consisting, since February '05, of a writer and a webmaster-designer—produced a 20-year anniversary report; wrote eight news releases and coauthored a ninth; wrote two articles, presented a workshop and staff meeting segment; edited and co-wrote impact statements, the CALS annual report; revised its website and documented more than a million visits to the site; helped hire and provide oversight for a NE-IPM-funded writer; and initiated or finished a number of other projects, detailed below.

For specifics on website renovations, please see this separate report:

Status of the NYS IPM Website, <http://www.nysipm.cornell.edu>

For specifics on grant-funded activities, please see this separate report:

NE IPM: IPM in and around the home

Publications

20-YEAR ANNIVERSARY REPORT. We researched, wrote, designed, and produced 6,000 copies of the NYS IPM Program's 20-year anniversary report: *IPM: 20 years of solid science and sound solutions for farm and community, 1985-2005*, a 24-page color publication that's substantially larger and heftier than recent annual reports. This report looks to IPM's future—our values, our commitment, our long-range plan over the years and decades to come—while employing a timeline and series of narratives that document IPM's growth, achievements, and impact over the past two decades. Outside editorial, marketing, and design reviews assured the highest quality for this important document.

Story titles: *Clean water for New York City; Safeguarding our children from pests and pesticides; Preventing damage—to your health, to buildings—from pigeons and other urban pests; Bedbugs—they're back; Maintaining global markets for apple growers; Aiding organic growers and landscapers; Fewer flies, more profits; Taking the bite out of paperwork; Scouting saves time, money—and sprays, year in and out; Insect dating disaster means profits for growers; State's longest "trap line" helps keep growers in greenbacks; Battling invasive insects and diseases; Beneficial insects reduce pesticide use in egg and greenhouse industries; IPM labels spell quality at the supermarket and in cafeterias; Reducing pests—and pesticides—in tree and shrub nurseries; Holistic health for soils and crops; Innovative "EIQ" released; Seasons of serendipity lower carrot and apple loss; Tracking weather to reduce pesticides; "Biorationasl"—the new buzzword; Hands-on pest solutions for field-crop farmers; When wildlife viewing gets too close to home; Helping municipalities, schools cope with changing pesticide laws; IPM for bookworms and more; Teaching children about IPM; Park "makeover" is IPM success story; Greener greens (and lawns) with fewer pesticides; Two-time U.S. Open golf course is open to IPM, too.*

NEWS RELEASES AND ARTICLES. We wrote (or, in one case, co-authored 3 news releases and 1 article in 2005:

News releases: *Innovation brings accolades to Yonkers housing supervisor; Kevin Trotta creates safe play from ground up, earns IPM award; Buffalo Public Schools awarded IPM STAR Certification: Twelfth in nation to earn honor (coauthored)*

Articles: *New curriculum brings real-world science to New York classrooms; Hands-on learning, homework bring IPM skills to school staff*

We also compiled a comprehensive list for disseminating news releases.

IPM-IN-THE-CLASSROOM MATERIALS. With an IPM extension educator, we wrote and designed a marketing piece for the Community IPM Education Initiative, laid out and produced

student and teacher workbooks and handbooks (Dandelions, Earthworms, Ladybugs); recreated and assembled Dial-a-Pest wheels and Pest Pyramid; recreated and output Foldup Pyramid; produced stickers and illustrations for Fortune-Teller; updated bookmark, postcard, brochure, created T-shirt illustrations

OUTREACH AND DISPLAYS. With assistance from IPM staff, we provided displays and publications for these venues:

- NYS Agricultural Society, Annual Meeting and Forum, January 2005
- CALS centennial celebration, April 2005
- Whale Watch festival, August 2005
- Empire Farm Days, August 2005. We organized live and static displays around pest management themes, including a larger-than-life ear of corn made from balloons to attract the crowds to the entire building. This year was another big success both for IPM and CCE in general. We had a lot of traffic, and the displays—especially of the live pests and beneficials—worked out well. We highlighted Community IPM: white grub display; Vegetables: striped cucumber beetle and cucumber powdery mildew, with samples of living cucumber beetles; Fruit: grape powdery mildew with samples of living mites; Field Crops: examples of online brochures and the TAg poster; livestock: poster and demonstration of barn flies

PRESENTATIONS. We orchestrated a presentation on bedbugs by Carolyn Klass and Renee Anderson at a hotel communications class (November 2005), led a writing workshop at ACCEE (May 2005); presented material on branding at IPM staff meeting (November 2005)

PROFESSIONAL DEVELOPMENT. Attended Cornell Community Group, monthly educational and networking meetings; CCE's Agriculture and Food Systems In-Service Training, November 2005; Access software workshop, Spring 2005; Photoshop workshop, Summer 2005.

UPDATES TO EXISTING WEBSITE. We wrote, formatted, or posted:

- copy for Buildings; Landscapes, Parks, & Golf Courses; Fruit; Livestock; Field Crops; and Nursery and Greenhouse homepages
- content for six webpages for the Community IPM Education Initiative's "Teaching IPM" website
- 2005 Annual Report, IPM catalog, and RFP for Ag grants program
- Excellence-in-IPM awards for Trotta, Wegener
- AIC's IPM press release and four 2004 articles (first published in the Ithaca Journal)
- additional Trac FAQs and updated version of carrot leaf blight fact sheet
- announcements of ornamentals coordinator, ornamentals educator, and editor/writer (NE IPM grant) positions
- weekly Field Crop Pest Reports (created new Report header) and Sweet Corn Pheromone Trap Network
- "borrow this resource" page (interactive IPM exhibits)

Written but unposted: EIQ; Elements of IPM

OTHER REPORTS AND PROJECTS. We edited and coauthored NYS IPM Report to the dean of the College of Ag & Life Sciences, edited the revised RFPs for IPM's grants program, and worked on IPM interchangeable display revisions (project not yet complete). We also composed and output logos and labels for TracApple-Pear, TracGrape, TracBerry, and TracStoneFruit, arranged print run of updated IPM catalog; recreated IPM wheel (copy sent to Witter Museum). And—created Bike Week certificates!