

NYS IPM Communications Team: 2004 Accomplishments

Abstract. In 2004, the NYS IPM Communications Team, consisting of two writers, a webmaster, and a coordinator, revised its website and documented more than a million visits to the site; created the nation's first IPM interpretive walkway; wrote a training manual, licensing exam, and website on wildlife management; completed and distributed an annual report, a brochure, 2 trade magazine articles, and 12 newspaper articles; designed two interactive IPM displays; and initiated or finished a number of other projects, as detailed below. For specifics on grant-funded activities, please see these separate reports also:

Developing a Curriculum for the Nuisance Wildlife Control Industry in New York
Developing the First Regional IPM Training Manual for Wildlife Control Operators
in the Northeast (Progress Report)

Redesign of the NYS IPM website

IPM Displays for the Public

IPM Interpretive Trail at Conley Park

Articles and press releases

We wrote a total of 24 articles and news releases in 2004: 12 articles on IPM for *The Ithaca Journal* and *Utica Observer-Dispatch*; two magazine features for *Fruit Grower News* and *American Nurseryman Magazine*; one article for *The Ribbon* (produced by Cornell University's Breast Cancer and Environmental Risk Factors program); and 9 news releases. Titles were:

Bedbugs! Health! Pesticides? Read on..., *The Ribbon*, v.9 no.!, Winter 2004

You can deal safely with lice. *Utica Observer-Dispatch*, January 2004.

Beneficial insects are great for keeping plants healthy. *Ithaca Journal*, Friday, March 5, 2004; *The Utica Observer-Dispatch*, March 2004.

Fabric, flowers beat veggie pests. *The Ithaca Journal*, Friday, April 9, 2004; *The Utica Observer-Dispatch*, April 2004.

Garden soil too moist? The solution is found in time, compost. *The Ithaca Journal*, Friday, May 14, 2004; *The Utica Observer-Dispatch*, May 2004.

Succeeding with weeding. *The Ithaca Journal*, Friday, June 25, 2004; *The Utica Observer-Dispatch*, May 2004.

Rose-enthusiast strives for stronger strain. *The Ithaca Journal*, Friday, July 16, 2004; *The Utica Observer-Dispatch*, July 2004.

Carpenter bees leave mysterious clues behind. *The Ithaca Journal*, Friday, August 20, 2004; *The Utica Observer-Dispatch*, August 2004.

CU professor created 'formula'. *The Ithaca Journal*, Friday, September 10, 2004.

Tender, loving lawncare: Fall fertilizing offers some long-term advantages. *The Ithaca Journal*, Friday, September 17, 2004; *The Utica Observer-Dispatch*, September 2004.

Compost recipe provides garden nourishment. *The Ithaca Journal*, Friday, October 15, 2004; *The Utica Observer-Dispatch*, October 2004.

Citizen solutions: Volunteers join forces to combat killer beetle. *The Ithaca Journal*, Friday, November 26, 2004; *The Utica Observer-Dispatch*, November 2004.

High-salt diet deadly for some trees, shrubs. *The Ithaca Journal*, Friday, December 17, 2004; *The Utica Observer-Dispatch*, December 2004.

EUREPGAP poses challenges and opportunities. *The Fruit Grower News*, June 2004.

Get with the program. *American Nurseryman*, December 1, 2004.

Heard it on the (electronic) grapevine? News release, January 2004.

For helping growers with root rots and more, Karen Dean Hall wins IPM award. January 20, 2004

Cornell professor Art Agnello bans borers, wins IPM award. February 16, 2004.
Klass act at Cornell wins IPM award. February 16, 2004
Seneca Castle farmer Laura Pedersen joins pest patrol, wins IPM award. February 16, 2004
Cornell professor Donald Rutz brings tiny foes to the fore, wins IPM award. February 16, 2004
Wayland farmer Dave Votypka saves thousands, wins IPM award. February 16, 2004
Buffalo Public Schools Awarded IPM STAR Certification: Twelfth in Nation to Earn Honor.
December 17, 2004.

Other publications

Annual Report. We wrote, designed, and produced 3,500 copies of the NYS IPM Program's *Year in Review: 2003-2004*, a 16-page color publication containing the following stories: "This Pandora's box may hold the solution for an emerging soybean pest," "Apple IPM yields big savings," "Tackling tough pests in complex systems," "'Lightbulb' moments lead to IPM adoption," "Nutrient program keeps the green in greenhouses," "Wrap it up to keep beetles out," "Fruit growers take a byte out of paperwork," "Greenhouse grower finds IPM prescription for thrips headache," "When wildlife moves in, go by the new book."

Training manual and website. As discussed in the separate, accompanying report, we developed two versions of a training manual, *Best practices for nuisance wildlife control operators*, its complementary website, and a New York State licensing exam for wildlife control operators.

Pest information cards. We wrote, designed, and produced a series of 10 consumer cards that help householders deal with common pest problems: carpenter ants, cockroaches, houseflies, grain moths, mice, mold, mosquitoes, raccoons, rats, and squirrels. These are on exhibit with the Pest House at Ithaca's Sciencenter, will be distributed to people in the Northeast, and will also be given to teachers for classroom use.

Marketing brochure. We negotiated revisions and organized the reprint of 40,000 copies of *Get the Bugs Out*, the program's introductory brochure

IPM-in-the-classroom materials. With an IPM extension educator, we wrote and designed a brochure announcing the IPM Teaching Tools program (IPM curriculum for elementary students); and we created two prototypes of educational games for five- to seven-year-olds.

Apple program poster, which explains IPM practices in apple orchards to customers of U-Pick operations and roadside stands. We edited and designed the poster and helped negotiate the plan for its distribution and marketing.

Carpenter ant and diagnostic lab brochures. We revised two out-of-print brochures, one on carpenter ants and another called *Test, Don't Guess*, which promotes the services of Cornell's insect and plant disease diagnostic services. Both can be downloaded for free from the web and printed copies of the diagnostic brochure are available.

IPM catalog. We updated the information in the catalog, coordinated the inventory review and consulted with vendors to ensure that ordering information was correct. This publication will be printed in 2005.

Publication guidelines for the NE IPM Center. We obtained funding from the Northeast IPM Center to develop guidelines for the production of communications funded by the NE IPM Center. We brought together representatives from each state in the region, garnered feedback from them, wrote the guidelines, had them reviewed by regional representatives, and provided a final version to the center. The guidelines are now posted on the web.

Displays. With assistance from IPM staff, we provided three-dimensional displays and publications for the following venues in 2004:

NYS Agricultural Society, Annual Meeting and Forum, January 2004

CCE Program Work Teams Event, January 2004

Earth Day, New York City, April, 2004. Collaborated with CCE to create a display that included a huge mosquito made of balloons. We garnered a lot of publicity, especially when the mosquito “flew” back to Geneva and molted into a new version for the College of Agriculture and Life Sciences centennial celebration. At Earth Day—NYC, we distributed hundreds of IPM brochures to visitors.

Empire Farm Days, August 2004. 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.

Conley Park IPM Interpretive Walkway, September 2004

Association of Non-Public Schools, October 2004

Community IPM Coordinating Council, October 2004

Cornell Cooperative Extension Agriculture and Food Systems In-Service Training, November 2004

Other projects:

Community IPM Program’s NE Extension Award proposal

Ag/Urban IPM Poster, revision

Grant proposal submitted: *IPM in and around the home: NE Guidelines*

IPM interchangeable display revisions

Poster for the Robert Trent Jones Golf Course (unprinted)

NYS IPM Report to the dean of the College of Ag & Life Sciences

Assessed an educational CD on biological control

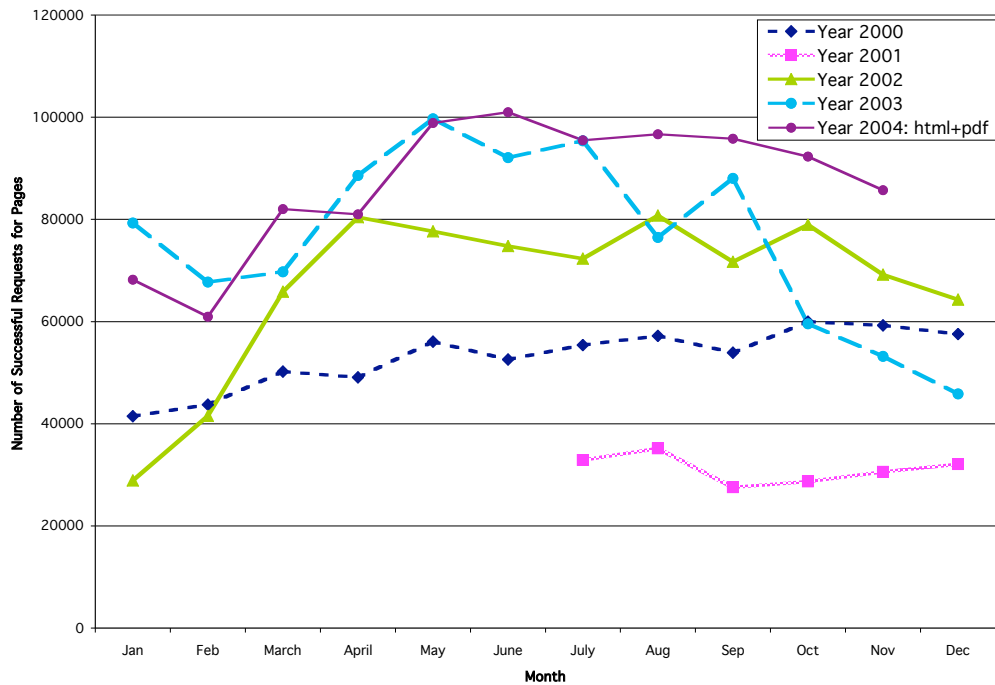
Professional development

- Cornell Science Writing Conference, May 2004
- Great Lakes Environmental Journalism Training Institute at Michigan State University, June, 2004
- Annual Conference of the Society of Environmental Journalists in Pittsburgh, Pennsylvania, October 2004 (organized and moderated a panel discussion on pesticide phase-outs, attended by 25 journalists, including a reporter from the New York Times)
- Cornell University Leadership Development Program, a 12-day course
- Training: In-Design
- Cornell Editors’ Group, monthly educational and networking meetings as appropriate
- CCE’s Agriculture and Food Systems In-Service Training, November 2004

Website

Access to our website has continued to grow, as shown below. We topped 1 million “hits” in 2004.

Number of Successful Requests for Pages per Month for nysipm.cornell.edu



Updates to Existing Website

- Trac FAQs
- Apple elements
- CIPM white paper
- Carpenter ant brochure
- Ithaca Journal articles
- Updated LFC homepage

Work on Website Redesign

Please see accompanying separate report.

Academic Publications

Willam, R., M. Engle, P. Goodell, and C. Koplinka-Loehr. Whole systems thinking applied to IPM. (Submitted to JOE 12/23/04).