Communications Team Report 2006

Abstract. In 2006, the NYS IPM Communications Team, a writer and a webmaster-graphics designer, completed a 20-year anniversary report; archived hundreds of slides and digital photos; wrote 14 news releases and two articles; presented at professional organizations and public events; developed graphic materials for a life sciences IPM curriculum; provided editorial oversight and sample layouts for a NE-IPM-funded project; and participated in a number of other projects, detailed below.

Wrote IPM-oriented articles and news releases:

Wrote two feature stories
   New curriculum brings real-world science to New York classrooms (*CALSCConnect*)
   Land-grant IPM research is windfall for New York apple grower (accepted for publication, *Fruit Grower News*)

Wrote 14 news releases:
   Proactive educator wins “Excellence in IPM” award
   Innovative apple grower promotes least-risk strategies, wins IPM award
   Kirkville farmer Jeff Kubecka joins pest patrol, wins IPM award
   Safe pest management advocate Gil Bloom earns IPM award
   Volunteer Buffalo Pest Management Board wins award, praise
   Extension educator and “TAg”-team leader earns Excellence in IPM Award
   Better way to dealing with pests earns advocate Rich Muscarella an Excellence in IPM Award
   Elizabeth Lamb Named IPM Ornamentals Coordinator in New York State
   Brian Eshenaur Is New IPM Ornamental Educator in New York State
   Pest alert helps track changing climates
   Cornell researchers: no magic in a bottle for tough perennial weeds (two versions)
   Monroe-Woodbury Public Schools Awarded IPM STAR Certification
   Bringing Least-toxic Pest Control to Amish Farmers (two versions)
   Teaching “inner health” of trees earns IPM award

Book manuscript:
   Provided editorial oversight and project management for NE IPM homeowners guide: eight chapters in various stages of completion
   Contributed to grant application to complete publication of the NE-IPM homeowners guide (pending)

Miscellaneous writing projects:
   Prepared model for potential Cornell University Hotel School / IPM collaboration on bed bugs
Layout & Design
Life Sciences Curriculum:
  Prepared postcard, bookmark, brochure, Pest Grabber, and revised Dial-a-Pest for offset printing
  Created mock-up and draft of a 12-month Calendar. Each 22” x 17” page shows children working through the curriculum
Drafted an IPM sign for farms that participate in IPM research. Approval pending
New design for New York Farm Viability Institute documents
Cover Design for 2005 Anniversary Report
European Crane Fly Fact Sheet: English and Spanish versions
Spanish versions of *Found a Cockroach?; Evict and Exile Mice; What’s all the Buzz about Mosquitoes?*
Consumer pages (“Web Bytes”) for the website
NE-IPM homeowners guide: cover and chapter layout mockups
Updated IPM staff directory
Designed pdf versions of 26 online IPM Elements
Designed and produced postcards for Ornamentals Team
Created IPM PowerPoint template

Organized and created IPM displays for
  2006 New York State Agriculture Society Forum
  Monroe County Fair
  Empire Farm Days
  Whale Watch Festival
  The Empire State Green Industry Show
  Healthy Environment, Healthy Economy Conference
  Collected photos for exhibition proposal to American Museum of Natural History

Represented IPM in planning the New York State Agricultural Experiment Station’s 125th Anniversary Celebration
  Served on Public Relations/Publicity Sub-Committee
  Designed, created posters
  Helped formulate “IPM is a Decision-Making Process”—the IPM activity for the event

Represented IPM at professional meetings
  5th International IPM symposium
    “What’s New at the NYS IPM Website?” (poster session)
    “Words at Work” (workshop)

Archiving
  Created an archiving system for the hundreds of slides and digital photos that staff have taken over the past 20 years to make them easily available to all.

Web writing:
  Completed drafts for consumer, “what is IPM,” and vegetable systems trials webpages