

2012 WSSA Public Awareness Committee Report to Members Summary for 2012 and Action Plan for 2013

Committee Code and Name: E13 – Public Awareness Committee

Members, 2012:

Somody, Carol 2014 (chair)
Green, JD 2013-NC
Lingenfelter, Dwight 2013-NE
Jachetta, John 2014-NC
Richardson, Jesse 2014-W
True Meadows, Sarah 2014-S
Légère, Anne 2016-C
Lins, Ryan 2016-NC
Morishita, Don 2016-W
Quackenbush, Pattie 2016-NE
O'Sullivan, Sarah 2016-S
Wersal, Ryan 2016-AP
Lancaster, Joyce (ex-off)
Van Wychen, Lee (ex-off)

Board Liaison: Rod Lym

Committee Members Rotating Off:

JD Green, Ryan Lins, Dwight Lingenfelter

Replacements:

John Hinz, Greta Gramig, TBD

2012 Summary of Activities

What were the committee's main goals for 2012? Increase public awareness of weeds, their impact, and management through press releases and website information. Bring attention to proposed budget cuts impacting important weed control-related programs and other challenges. Finalize the remaining topics in the Garden Column series. Develop a Weed Fact Sheet. Initiate a Pesticide Stewardship series of educational press releases to run concurrently with other press releases.

List the committee's 2012 accomplishments:

Garden Columns

Each quarter we distribute a garden column to newsletters, newspapers and magazines across North America. The four columns distributed this year include:

- Growing Wild: A 'How-To' Guide for Avoiding Weed-Filled Wildflower Mixes
- Smart Choices: How to Pick the Right Herbicide to Kill Weeds
- What Makes a Weed a Weed?
- City Weeds: Managing Pesky Invaders in an Urban Landscape

We also finalized three garden columns for future use:

- Nine Tips for Chemical-Free Home Weed Control
- Understanding Herbicide Labels: It's Important to You, Your Family and the Environment
- Tips for a Thick, Weed-Free Lawn

Press Releases

We distributed a total of 18 press releases on a range of topics that were of membership interest (M), of educational value to a wide audience (E), or were related to policy issues (P). Many served more than one purpose.

Weed Science Society of America to Co-Sponsor National Summit on the Management of Herbicide-Resistant Weeds (Jan 2012)	M	E	P
Weed Science Society of America Announces 2012 Winners in Annual Awards Program (Feb 2012)	M		
Weed Science Society of America Highlights Progress against Hydrilla Infestation in Finger Lakes Region (March 2012)	M	E	P
Weed Science Society of America Endorses Strategies to Reduce the Threat of Herbicide Resistance to Agricultural Productivity (April 2012)	M	E	P
WSSA Says Online Databases and Smartphone Apps Make It Easier than Ever to Track Invasive Weeds (May 2012)	M	E	
WSSA Says Biofuel Best Practices are Imperative to Protect against Plant Invaders (June 2012)	M	E	P
WSSA Highlights Upcoming Conference on Invasive Aquatic Plants (July, 2012)	M	E	P
Former WSSA President Leaves an Important Legacy in Weed Science (August 2012)	M		
WSSA Pesticide Stewardship Series: Safety Begins at the Point of Sale (August 2012)	M	E	P
WSSA Pesticide Stewardship Series: The Pesticide Buyer has Important Responsibilities (September 2012)	M	E	P
Decades Old Weed Seeds Trigger New Outbreak of Devastating Plant Parasite (September 2012)	M	E	P
Annual Meetings of Weed Science Societies to Highlight Latest Developments in Research and Management of Weeds and Invasive Plants (October 2012)	M		

Team of Stakeholders Join to Promote Funding for Pesticide Safety Education Program (October 2012)	M	E	P
WSSA Pesticide Stewardship Series: Hiring a Pest Management Professional (October 2012)	M	E	P
Three Leading Scientific Societies Take an Objective Look at the Issues Associated with “Least Toxic Pesticides” Applied as a “Last Resort” (November 2012)	M	E	P
WSSA Pesticide Stewardship Series: The Importance of Reading the Pesticide Label (November 2012)	M	E	P
WSSA Offers New Fact Sheet on Weeds, the Bullies of the Plant World (December 2012)	M	E	P
WSSA Pesticide Stewardship Series: Restricted Use Pesticides Require an Extra Level of Care (December 2012)	M	E	P

Distribution/Pickup/Impact

Press Releases

- We distributed each press release via PRWeb, as well as to our Vocus Media Database of trade publications, garden writers for daily and weekly papers and magazines, broadcast news reporters and online publications. We segment our distribution by coverage area (gardening & horticulture, agribusiness/farming, environment, turf, etc.)
- Confirmed full page reads for our releases ranged from 552 to 1650 each, while headline impressions on the Web ranged as high as 131,648.
- Among some of our noteworthy pickup this year: An interview with member Phil Westra was broadcast over FarmCast Radio. We had coverage in leading dailies, including the Houston Chronicle, Alberta Express and the Sacramento Bee. The McClatchy-Tribune press syndicate featured WSSA content, as did a USDA blog. Reporters who reached out to us included a food, agriculture and nutrition correspondent for Voice of America.
- We were asked by AAPSE and NAITC representatives to package the WSSA stewardship series, when complete, for additional educational purposes. We will continue to use the WSSA/ESA/APS IPM press release and the WSSA Pesticide Stewardship Series to advance important messages about the funding crisis in the US Pesticide Safety Education Program and needed shifts in policy and education concerning IPM and pesticide safety.

Garden Columns

- Our quarterly “syndicated” garden columns have been picked up by 10 consumer publications across North America with a combined readership of more than 1,200,000. Examples include the National Gardening Association’s magazine, Washington (D.C.) Gardener, Home Digest (Ontario) and the Portland Press Herald.

Twitter Followers

- We also have 30 regular followers on Twitter, including the USDA National Invasive Species Information Center, Ag Network News, an extension specialist, a garden blogger, an agricultural PR specialist in Queensland, a team of agricultural consultants in Canada, and university researchers and students at Auburn, North Carolina State, Oklahoma State and the University of Saskatchewan.

Membership Involvement (2012): 700+ hours

What information was posted on the WSSA website? Eighteen press releases were posted, as well as a Weed Fact Sheet, and IPM case studies and Q&A.

How much funding was requested? How much was spent? The PA Committee received \$18,000 from the Board for the activities of the Weed Science Subject Matter Liaison to the EPA and \$19,000 to achieve public awareness goals. A fund-raising letter raised an additional \$36,000 for the committee's public awareness activities. Cost of the EPA Liaison was \$8,075.04. Public awareness costs totaled \$20,244.50, for hired communication expertise and a press release distribution economy plan prepaid through July, 2013). Thus a total of \$28,319.54 was spent for the EPA Liaison and for public awareness, using none of the Society's funds. A net profit of \$7680.46 was returned for the Society's use.

What was the impact of the committee activities/accomplishments on the following: membership, publication, policy, legislation, and/or education?

Various press releases issued by the WSSA Public Awareness committee directly benefited and promoted the policy and education initiatives set forth by the Science Policy Committee.

Some examples of the many media contacting the PA Committee for further information and/or carrying our press release content in 2012 appear in Appendix 1.

What is the current state of the committee's projects and activities? As of December 31, 2012, parts 1-5 of the Pesticide Stewardship Series of press releases have gone out:

The Weed Science Society of America's Pesticide Stewardship Series (tentative plan)

Part 1 - Selling a Pesticide

Part 2 - Buying a Pesticide

Part 3 - Hiring a Pest Management Professional

Part 4 - The Label

Part 5 - Restricted Use Pesticides

Part 6 - Certified Applicators

Part 7 - Personal Protective Equipment

Part 8 - Protecting Your Workers

Part 9 - Storage and disposal

Part 10 - Drift

Part 11 - Runoff

Part 12 - Spills

2013 Plan for Committee Activities

Goals for 2013:

- Continue to develop press releases and other materials for use by the Policy Board in increasing weed awareness with the administration and other government officials.
- Assist the Educational Committee, when that committee is ready, with an ambassador program utilizing WSSA committee members and other experts to enhance public awareness of weeds and to support our public outreach.
- Continue to broaden our outreach on the topic of weeds and weed-related subjects, including the continuation of the Pesticide Stewardship Series and Garden Columns to advance knowledge and stewardship.

Plan of Action: Conduct biweekly committee work teleconferences; solicit WSSA members to draft press releases; produce educational and other press releases. More details are included in the Strategic Plan.

What is needed to further the goals of the committee/project? Informative and timely press release topics and contact name(s) submitted on an ongoing basis by WSSA members.

Recommendations for Board/Society Action:

Funds requested for 2013: \$18,000 from the Board for the Weed Science Subject Matter Liaison to the EPA and \$19,000 to achieve public awareness goals. This represents a flat budget compared to 2012. Liaison costs are expected to increase in 2013 due to some concurrent travel by the former and new liaison. We will again try to match the Board's resources by raising funds through the sustaining members.

Other requests for the Board: Continue to assist the PA Committee by 1) reviewing selected press releases, 2) soliciting ideas for raising awareness of weeds from the membership and committees, 3) identifying volunteers to draft press releases and other information, 4) sending an annual letter soliciting funds for public awareness outreach, and 5) further strengthening the interactions between the Public Awareness Committee and other WSSA committees, especially the Professional Development Committee, with the goal of engaging broader member participation, especially by students.

APPENDIX 1: Example Media Displaying Releases or Writing Articles in 2012

740 KVOR
123 People UK/US
A.M. Best Company
ABC Business News
About.com: Markets
Agannex
Agri Info
Agri Info TV
Agri Marketing

AgriInfoTV
AIS Ireland Twitter Feed
Albany Times Union
All Voices
America Society
Anchorage Daily News
APMS Blog
Banks.com
Barn Media Twitter

Belleville News Democrat
Best Practices Management
BestGrowthStock
Beyond the Dow
Bio Babblers Blogspot
Bio Dudes
Biofuels Carbon Capture Report
BioMedReports
BioMedReports.com
Biospace
Blog Catalog
Blog Top Sites
boston.com
Bradenton Herald
Brian Allmer Radio Network
Business Insider
Business Insurance
Buzz Box
CBS – Minnesota
CBS 2/KCAL 9 Los Angeles
CBS 2/WBBM Chicago
CBS 5 San Francisco
CBS MoneyWatch
CBS11 Dallas / Fort Worth
cbs2.com
cbs5.com
cbsnews.com
Center for Advanced BioEnergy Research at
the University of Illinois
Centre Daily Times
chron.com
Cider Mills
Cincinnati Enquirer - Online
cincinnati.com
CIO – Online
CIO Finance - Online
Clean Angling
Columbus Dispatch – Online
Congoo
Contra Costa Times
Cornell University
cplaces.com
Daily Herald
DailyBulletin.com
Daily Press
dealbreaker.com
Dig Planet
Digital Journal

Digital Media Wire
Digital Producer
dispatch.com
dmwmedia.com
Earth Knowledge
El Nuevo Herald
El Paso Times
EnvioLib
Environmental Protections
eOption
Farmington Daily Times
FayObserver
financialcontent.com
Free Apps Download
Freedom News Service
freeze.com
Gardening Lohud Blogs
GIS User
Green Community Info
Green Life Buzz
Green Review Blogspot
GreenReview Blogspot.UK
Health Discussions
HeraldNet Everett, Washington
Home Digest
Houston Chronicle
Horticulture
How to Create an App for
Hydro Review
I Can Garden
i4u
ibj.com
IC Places
Idaho Statesman
Inc100 News
incinnati.com
Indianapolis Business Journal
Individual.com
industrialinfo.com
Inside Bay Area
Intelliseek
Interactive Destinations
International Business Times
intomobile.com
Invasive Species Info.gov
Invasive Species.gov
InvestorPlace
KAIT-TV - Online

Kansas City Star
Kansas State
KATV-TV - Online
KCAU-TV - Online
KCNC-TV - Online
Kentucky Energy News
KEYC-TV - Online
KFVS-TV - Online
KGO-AM
KGWN-TV - Online
KHQ-TV - Online
KION - TV - Online
KJAC-TV - Online
KLTV-TV - Online
KOAM-TV - Online
KOTV-TV - Online
KPHO-TV - Online
KPIX-TV - Online
KPLC-TV - Online
KPTH-TV - Online
KPTM-TV - Online
KTRK-TV - Online
KTTC-TV - Online
KTVN-TV - Online
KVVU-TV - Online
KWES-TV - Online
KWQC-TV - Online
KXMD-TV - Online
KYW-TV – Online
LA Daily News
Las Cruces Sun-News
Lexington Herald-Leader
Macon Telegraph
Market Intelligence Center
Market Pulse
Markets.financialcontent.com
Miami Herald – Online
Minnesota Public Radio
Minyanville
Mobile Phone GPS
My Central Nebraska
My Track
National Gardening
Nebraska Invasive Species News
New York Outdoors
News Online
Newsday
NewsOK.com (Oklahoman) - Online

Newz Buff
North Carolina Energy News
North Carolina IT Management
Oil & Gas Financial Journal
Oklahoma Farm Report
One News Page
Optimum Online – Finance
Page Insider
Pasadena Star-News
pe.com
Pines Gazette
Plant Management Network
PlantSciNews Twitter Feed
Political News247
Political Newsfeed
Power-Gen Worldwide
PR Finder
PR USA.net
Presentation Master
Press Enterprise
Press Release Junction
Press-Telegram
pr-usa.net - Online
Publicus
Rails to Trails
rcrwireless.com
Reading Record Searchlight
Red Orbit
Redlands Daily Facts
Renewable Energy World
Rockford Register Star
San Bernardino County Sun
San Diego Union-Tribune – Online
San Francisco Chronicle – Online
San Gabriel Valley Tribune
San Jose Mercury News
San Jose Mercury News – Online
San Mateo Daily Journal
Santa Cruz Sentinel
SciAnswers
Science All Topics
Science News
Search It Up
Securities Technology Monitor
securitiesindustry.com
Seed Quest
sfgate.com
Sign On San Diego

Silo Breaker
Smart Phone Application
Smart Phone GPS
SocialPicks
Southwest Farm Press - Online
Star Telegram
Star Tribune
StreetInsider
Sugar Producer - Online
Sun Herald
TCPalm
Tech News Tweets
The Bellingham Herald
The Boston Globe
The Buffalo News
The Cincinnati Enquirer
The Columbus Dispatch
The Columbus Ledger Enquirer
The Daily Breeze
The Daily Record
The Denver Post - Online
The Island Packet
The Miami Herald
The Network Journal
The News & Observer
The News Tribune
The Olympian
The Sacramento Bee
The San Francisco Chronicle
The State
The State Journal
The Street Sweeper
The Sun News
Times of India
Times Union
TMCnet.com
Top 12 News
Top News Today
Topic Sky
Topix
TradersHuddle.com
United Press International
University of California at Davis
University of California Weed Research and
Information Center
UPI.com
USDA Blog
Value Investing News

Vegetable Gardening Site
Virginia IT Management
Virginia Tech List Serve
Virtual Strategy Magazine
WAFF-TV - Online
Washington Gardener
WBBM-TV - Online
WBRC-TV - Online
WBTB-TV - Online
WCAX-TV - Online
WCCO-TV Minneapolis/St. Paul
WCSC-TV - Online
WCWG-TV - Online
WDAM-TV - Online
Web Tumble
Weed Killers.net
Weedapedia
WFMJ-TV - Online
Whittier Daily News
WHNS-TV - Online
Wichita Eagle
Wind Energy Pros and Cons
WJZ Baltimore
wjz.com
WLOX-TV - Online
WLS-TV - Online
WLTZ-TV - Online
WND.com
WNEM-TV - Online
WOIO-TV - Online
World Market Media
World News
Worth.com
WRAL
WRCB-TV - Online
WRIC-TV - Online
WSFA-TV - Online
WSFX-TV - Online
WSMV-TV - Online
WTLH-TV - Online
WTVD-TV - Online
WVNS-TV - Online
WWBT-TV - Online
WWTB-TV - Online
WXVT-TV - Online
WZDX-TV - Online
Yahoo! News
Yukon Wildlife

