

## Communications Outreach Team Report

August 1, 2008

By

Co-Chairs Ray Beck and Richard Rominger

Ashley Boren, Lloyd Snyder, Yvonne Erickson, , Karen Scanlon, Mike Omeg, Jeff LeFleur and Tom Callahan

**Introduction:** The task of the Communications Outreach team was to inventory pollinator communication outreach tools and recommend resources and vehicles that can be used to reach agricultural organization leaders, growers and producers, and decision makers. The team was also tasked with providing guidance for key messages, first generation print materials and websites.

### Findings:

#### 1. Websites

Native pollinator information and materials on most web sites is general in nature and targeted primarily at homeowners, gardeners, students, and teachers. Most contain limited technical resources and/or information on the economic value of pollinators and their relationship to the financial bottom line of producer operations. A detailed report on the findings relative to each website is found in the attached Native Pollinator Web Site document dated June 26, 2008.

The following websites were identified as primary sources of pollinator communications outreach information: *The Pollinator Partnership* ([www.pollinator.org](http://www.pollinator.org)), *Ecological Sciences of America* ([www.esa.org](http://www.esa.org)), *Natural Resources Conservation Service* ([www.nrcs.usda.org](http://www.nrcs.usda.org)), *Xerces Society* ([www.xerces.org](http://www.xerces.org)), *North American Pollinator Protection Campaign* ([www.nappc.org](http://www.nappc.org)), *Coevolution Institute* ([www.coevolution.org](http://www.coevolution.org)), *Carl Hayden ARS Research Center* (<http://gears.tucson.ars.gov/book/>).

#### 2. Sources of trusted information

The work group discussed sources that producers turn to for information. The following were identified as preferred sources by primary producers:

- University extension specialists and newsletters
- Conservation Districts
- Insect and disease publications on horticultural crops.
- State and county pesticide continuing education training programs.
- Horticultural and trade shows and trade publications
- Natural Resources Conservation Service

#### 3. Team Recommendations:

- **Create a web site repository for information on native pollinators and where to find expertise or technical assistance.**
- **Reinforce the economic importance of pollinators to agricultural producers in all outreach materials (*see attached feature article*) Focus on the bottom line, productivity and profitability and not the pollinators**

- **Conduct general pollinator communications outreach work with Agricultural Editors and National Farm Broadcasters . Develop media kits and PSA's.**
- **Build pollinator specialist and producer contact lists for use with ag print and broadcast reporters.**
- **Build a database of key producer publications/communication directors/writers and seek to have pollinator articles and information published.** Priority one targets include:
 

- American Fruit Grower	- California Farmer
- Good Fruit Grower	- Progressive Farmer
- Pennsylvania Fruit Grower	- Farm Journal
- Vegetable Grower	- Successful Farming
- State Farm Bureau Publications	- AFBF and NFU newsletters
- **Build a pollinators speakers bureau for delivering presentations at key conferences and meetings (e.g. Grower organizations, general farm organizations, ECOFARM)**
- **Prepare pollinator success stories and disseminate to pollinator websites with special emphasis on Xerces, NRCS, and Carl Hayden ARS sites.**
- **Conduct a special media effort to get pollinator information and success stories carried by National Public Radio.**
- **Urge NRCS to have a dedicated pollinator webpage and emphasize importance of pollinator habitat in their programs and services to producers.**

### **3. Action plan timeline**

- Summer/Fall '08
  - Pre-summit outreach work with ag media and farm broadcasters
  - Construct basic web site as repository for information and platform for native pollinator awareness campaign
  - Build data base of specialists, growers and media contacts
  - Develop basic brochure outlining value of native pollinators to production agriculture and directing growers to web site
  - Announce and plan summit
  - Explore opportunities to partner with North American Pollinator Protection Campaign
- Winter
  - Conduct summit (December '08)
  - Provide speakers for winter meetings of ag groups
  - Feed success stories to ag editors and farm broadcasters
  - Organize agricultural pollinators alliance