



# **Communications and Marketing**

## **2005 Annual Report**

Submitted on May 17, 2006

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## Executive Summary

The Office of Communications and Marketing has had a very productive year filled with high-quality products despite the major shift in its organizational reporting structure. This summary provides a *brief, highly selective* listing of the unit's successes and is followed by an in-depth description of the unit's activities. This description is important in illustrating the college's breadth in activities across its missions and the unit's critical support of the same.

### Media Coverage and Impact

The news release output during 2005 amounted to 72 releases. Together with our faculty in the media hits, the college received significant media attention at the national level. During the 2004-05 year, our college "received the most national press coverage" (University Relations, *Annual Report 2004-05*). This is a remarkable achievement considering the size of the organization and the unit's staffing of only two core PR positions, which play the pivotal role in contributing to this coverage.

### Media Types

Major media outlets that mentioned the college include national and D.C. editions of USA Today, the Associated Press, EurekAlert (an online science news site), MSNBC.com, Science blog, the Washington Post, and other national media. State and local media also covered our missions well for the majority of projects. Many of the news releases were tied to projects that had a major public relations component, which was expertly covered by the unit as well. In many cases, news releases are only one facet of the public relations and marketing work the unit performs for key college projects.

### Marketing and Communications Materials

The group's marketing and communications materials work in 2005 marked another high point with a volume that exceeded the prior year by 37 percent. A total of 374 such materials were produced, which were tailored to the individual audience needs and followed a highly efficient internal process. Products range from educational publications to exhibits, newsletters, brochures, and others.

While the products output has been tracked in the categories of marketing and educational/ communications materials, this strict division is misleading as about one third of the materials produced last year are marked marketing materials. It must not be forgotten that any product that reaches the public reflects on and thus markets the organization. The group prides itself in its high standard of quality for all materials it produces, fully aware of the marketing power of all efforts – regardless of their format. Collaborators have consistently commended the group on the outstanding quality and creative work it does.

### e-Communications Impacts

Based on statistical information, as well as feedback from faculty and staff, the unit's work has made a great impact for the College. For example, the College website redesign project (jointly with AHNR-IT), raised the College's website usage

by 47 percent from August, when the site was launched, to November. The Virginia Cooperative Extension website is the organization's most popular site with a total of 15 million hits in 2005.

### **Training and Outreach**

Other unit impacts involve training, PR, and special events activities, during which the College is presented in the best light and with a focus on its key program areas.

### **Activities Summary**

The following table provides a snapshot of the unit's key activities in a quantitative light only.

<b>Category</b>	<b>Produced</b>
Media releases generated by college staff	72
Communications and marketing materials total	374
CALS	64
VAES	0
VSU	1
VCE/ANR	130
VCE/FCS	78
VCE/4-H	60
VCE/Admin	41
Total	446

## Public and Media Relations

### Media Relations Summary

During the calendar year (CY) 2005, a total of 72 news releases were sent through the university's News Bureau. Media releases created by the group focused on the college's program areas. Additional coverage was created by faculty and staff interviews, which contributed to the college's overall success with the media.

The college's traceable impact in the media during the CY2005 amounted to 845 hits. This figure provides a partial picture of the college's media success and is based on the data the College's Communications and Marketing office has available.

Due to the limited data provided by traditional and online clipping services, we rely on the faculty to feed media hit information back to us. Additionally, the unit discontinued subscription to the traditional newspaper clipping service at the end of the CY2005, and the university will do so at the end of the FY2006. These steps will make the gathering of future-year media impact information and cross-comparison more challenging in the future.

The following tables provide a breakout of the media hits, sorted by program emphasis and the manner in which the hit was initiated.

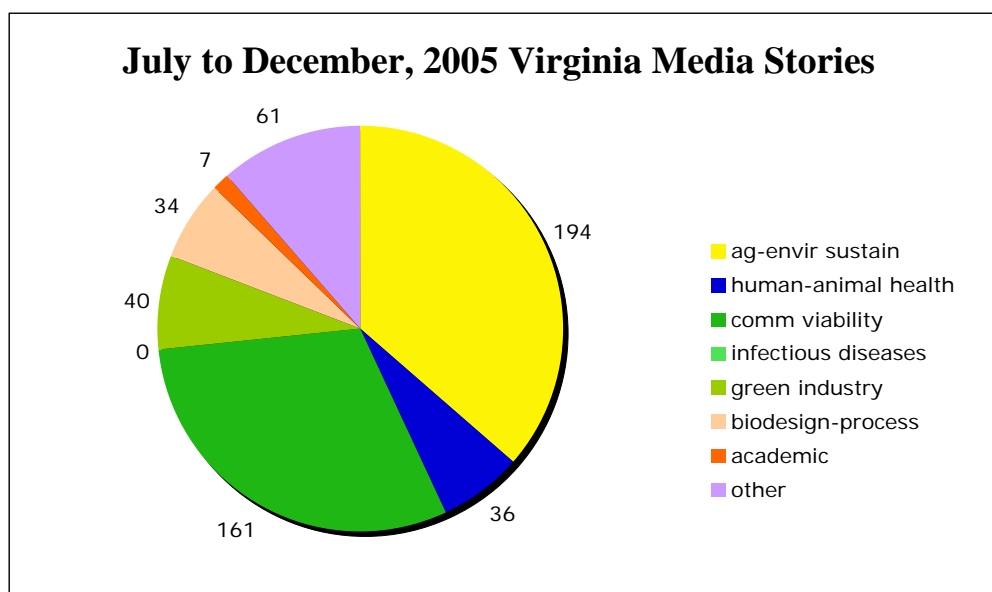
		Sustain- ability	Human animal health	Commu- nity viability	Infectious diseases	Green industry	Bio- design /proc.	Aca- demic	Other
<b>2005 stories sent</b>	<i>no. of clips</i>								
1st qt.	12	3	1	1				3	4
2nd qt.	23	9	1	1				3	9
3rd qt.	16	3	3	4	1	2		1	2
4th qt.	21	3	3	2		1		3	9
<b>Total stories:</b>	<b>72</b>	<b>18</b>	<b>8</b>	<b>8</b>	<b>1</b>	<b>3</b>		<b>10</b>	<b>24</b>
<b>Hits tied to stories</b>	<i>no. of clips</i>								
1st. qt. (13 stories)	40	26	2	1			2		9
2nd qt. (5 stories)	19	9				2			8
3rd qt. (17 stories)	73	25	8	13	13	5		6	3
4th qt. (22 stories)	54	1	8	12	1	13		14	5
<b>Total (story-related):</b>	<b>186</b>	<b>61</b>	<b>18</b>	<b>26</b>	<b>14</b>	<b>20</b>	<b>2</b>	<b>20</b>	<b>25</b>

(table continued)

		Sustain-ability	Human animal health	Communi-viability	Infectious diseases	Green industry	Bio-design /proc.	Aca-demic	Other
<b>Other hits*</b>									
Faculty quoted <i>reclassified-old</i>		40	65	1			6		14
1st qt. Not available									
2nd qt. Not available									
3rd qt.		73	15	39		16	23	4	17
4th qt.		70	10	64		17	4	1	13
<b>Media stories</b>									
1st qt. Not available									
2nd qt. Not available									
3rd qt.		9	2				6	1	5
4th qt.		42	9	58		7	1	1	26
<b>Total Other Hits:</b>	<b>659</b>	<b>234</b>	<b>101</b>	<b>162</b>		<b>40</b>	<b>40</b>	<b>7</b>	<b>75</b>
<b>Total Media Impact:</b>	<b>845</b>	<b>295</b>	<b>119</b>	<b>188</b>	<b>14</b>	<b>60</b>	<b>42</b>	<b>27</b>	<b>100</b>

### Significant Topics and Public Relations Initiatives

In July 2005, the unit started tracking media hits by key program area, represented by the chart below. The pre-July data collection followed a different format, and no visual representation of the media hits information is available for that timeframe.



The following is a selective listing of the media relations efforts during the January through December 2005 time period.

- **Asian Soybean Rust:**
  - Distributed several news releases and coordinated effort with the Virginia Soybean Rust Task Force.
  - E-Communications - Arranged for news links on soybean rust website.
  - Proactive PR - Developed additional information that will be distributed when soybean rust is identified in Virginia.
  - Stories received multiple hits from local, state, and national media, including **Associated Press, MSNBC.com, Innovations-Report.com, WAVY-TV, StopSoybeanRust.com**, Southwest Farm Press, Hampton Roads, Virginia Farm Bureau News, Virginian-Pilot, and The Richmond Times-Dispatch.
  - The release, *Plan to protect soybean crop is ready*, received 744 hits and *Virginia Tech researchers monitor crop-killing soybean disease* received 449 hits on **EurekAlert**, a science news website.
  - Additionally, Iowa State-released information about a national project on disease-resistant soybeans with which Virginia Tech is involved received 40+ media hits, including **ABC News**.
  
- **Governor's School for Agriculture**
  - The program was pitched to several state media and was covered Blue Ridge Country Magazine and Down Home Virginia (VAFB).
  - In addition, a hometown release for each participant was sent to local media.
  
- **Livestock ID Program**
  - Two releases, which are part of an overall marketing and educational program, were distributed about the college and Extension's involvement with the implementation of this program in Virginia.
  - Substantial local and state coverage from: The Independent-Messenger, The Farmville-Herald, Greene County Record, Stuart Enterprise, Amelia Bulletin Monitor, The South Hill Enterprise, Nelson County Times, The South Hill Enterprise, Culpeper Star-Exponent, News and Record, Page News and Courier, and Scott County Virginia Star, and state television and radio coverage.
  
- **Beef feeding research studies pasture vs. grain:**
  - Multiple hits from **state and national media**, including **754 hits on EurekAlert** and resulted in stories in **Medical News Today, High Plains Journal, and Science Daily**.
  
- **New hulless barley has high protein:**
  - **Multiple hits in state and national media**, including **Science Daily, WTOP Radio, and Hampton Roads.com**.

- **Chemical process developed to use cotton gin residue:**
  - **This release received the most hits of any Virginia Tech release that was posted on EurekAlert in FY2004-05 with 1,385.**
  - Received national coverage, **including Fibre 2 Fashion, Control Magazine, Bharat Textile, Science Blog, Innovations-Report, and Philadelphia Inquirer.**
  - Agblevor was interviewed by American Association of Advancement of Science for **“Science Update” radio program.**
  
- **Malaria Grant:**
  - The release received good coverage as the **Associated Press** picked it up. It was also covered by the Collegiate Times, **Malaria Weekly, and AllAfrica.com**, as well as received mention in **The Washington Post.**
  
- **4-H Week (first week in October):**
  - Assisted in the creation, promotion, and implementation of the “Jazziest-Pazzasiest 4-H Week Ever” contest for agents to promote 4-H week.
  - Created and distributed a window decal and sent 100 to each unit office.
  - Produced new general stories that were made available to agents on the Extension website.
  - Also promoted 4-H flag-raising at Burruss Hall with guests Dean and McCann, and Meadows as well as others (photo used as university spotlight).
  
- **4-H State Congress:**
  - Successfully pitched story to the Lynchburg-area TV station ABC News affiliate WSET and the Roanoke-area TV station CBS News affiliate WDBJ, which covered the participants' community service effort to provide gifts to the military community.
  - Sent follow-up of new 4-H Cabinet members to their hometowns.
  - Served as adviser to the participants who produce the daily newsletter the *Congress Crier*.
  - Coordinated reporters and provided support for the editors who produced four issues.
  
- **Agriculture Day (mid-March):**

A set of news stories about agriculture research at Virginia Tech. This year's stories were:

  - *University participates in coordinated beef feeding research*
  - *Researchers develop chemical process to use cotton-gin residue*
  - *Plan to protect soybean crop is ready*
  - *Computer program helps farmers make decision about pastureland*
  - *Ag Day to be celebrated Sunday, March 20*
  - *Small grains breeding program develops winter hull-less barley*

All of the stories were used several times in Virginia newspapers and several of the stories were the source of major hits listed in Public Relations Initiatives/Media Relations section of this report.



- **4-H Tax Checkoff:**
  - Prepared a set of three stories and two radio spots for agents to use in promoting that Virginia taxpayers can designate all or part of their refunds to 4-H Educational Centers.
  - News release for general public.
- **Virginia Tech to offer new undergraduate Agricultural Sciences degree:**
  - Coverage including Virginia Farm Bureau News, Richmond Times-Dispatch, the Collegiate Times.
- **Agriculture and Life Sciences receives grant for economic development in Southside Virginia:**
  - Coverage included the **Associated Press, USA Today (U.S. and international editions)**, Richmond Times-Dispatch, The Daily Press, The Collegiate Times, WAVY-10, NRV Today, plus 10+ additional hits.
- **America's Anniversary Garden:**
  - Initial release had statewide distribution with good results: The Floyd Press, The Virginia Mountaineer, Suffolk News Herald, New Era-Progress, Northern Neck News, Bedford Bulletin, Amelia Bulletin Monitor, Scott County Virginia Star, The News Progress, The Southwest Times, and The Central Virginian.
- **Cash hay and Virginia's Equine industry topic of forage conference and Grass finished livestock will be focus of forage and grassland conference:**
  - Statewide distribution to key agricultural publications—very good coverage, including hits in Richlands News-Press, Bland Messenger, The Enterprise, The Kenbridge Victoria Dispatch, Clinch Valley News, The Recorder, Powell Valley News, New Leader, Southeast Farm Press, Hampton Roads News, and WAVY-10 Hampton Roads TV station.
- **11<sup>th</sup> Annual Hokie Harvest Sale set for Oct. 28**
  - Worked with the students on PR and advertising for the Hokie Harvest Sale.
  - Assisted in the development and distribution of a news release to newspapers and the agricultural press.
  - Received good coverage and also generated some post-event coverage.
- **Fourth-grade agricultural experience**
  - Covered by the Roanoke Times Current and Blue Ridge Public Television.
- **Researcher looking at how neighborhoods contribute to healthy lifestyles**
  - This article was published in the municipal league magazine and on **medicalnewstoday.com**, which receives **500,000 visits per day**.

- **High Pressure Processing Laboratory**
  - Promoted the laboratory's accomplishments, new hires, and services.
  - Included development of a biannual newsletter, an annual report, two news releases, and a new brochure.
  - *Method to inactivate Hepatitis A in oysters* received several hits, including coverage by the Roanoke-area TV station WBDJ-7 and the Roanoke Times Current.
- **Atlantic Fisheries Technology Conference/Seafood Science and Technology Society of the Americas Joint Meeting**
  - Developed a brochure, call for papers, release, and all Web content for conference, which was held in Norfolk in Nov. 2005.
- Contributed questions to Roanoke Times **interview with new Virginia Secretary of Agriculture and Natural Resources, Robert Bloxom.**
- Helped Dr. Flick prepare for **a speaking engagement organized by the office of Congressman Rick Boucher** to highlight economic development in his district.
- Worked with the University News Bureau to distribute hometown releases on the **Biotech in the Box Program**. The program received multiple local hits.
- **Media advisories and public service announcements** were distributed on several topics throughout the year, including: food preserving safety, vending machines, 4-H camps, holiday food safety, and family finance.
  - The November media advisory on holiday food safety generated television coverage featuring Susan Sumner

#### **Faculty in Major Media—Highlights**

- **Brenda Davy**, assistant professor of human nutrition, foods and exercise, was mentioned in **Shape magazine** in an article about belly fat.
- **Richard Fell**, professor of entomology, was mentioned in **Associated Press** article and well as other articles about lack of bees. He was also mentioned in **Washington Times** story about insects in museums.
- **Mike Goatley**, associate professor of crop and soil environmental sciences, hit a home run with this turf research focusing on cemetery turf. Local media interest was very high including WDBJ-7, Roanoke Times, and **NPR's "Waddaya Know."**
- **Charles Hagedorn**, professor of crop and soil environmental sciences, has been mentioned in several local, state, and national media about his work in pollution tracking.
- **Dini Miller**, professor of entomology, was mentioned in **New York Times** in a

cockroach article.

- Associated Press article, *Feel the burn, see the burn*, mentioned Virginia Tech **Janet Rankin**, professor of human nutrition, foods and exercise, with the Institute of Biomedical and Public Health Sciences. The article received over 80 national hits.
- **Dixie Watt-Reaves**, associate professor of agricultural and applied economics, and Wayne Purcell, professor of agricultural and applied economics, received mention in state media articles about the tobacco buyout and end of tobacco auctions. The **Associated Press** also covered the story. Dixie discussed the tobacco buyout on **NPR's "With Good Reason."**
- Shanna the game-predicting calf (Shane Brannock, dairy center manager) was a big media hit. This story was covered by **The New York Times**, The Roanoke Times (2), WSLs-10, **USA Today** (3), The **Los Angeles Times**, **Chicago Tribune**, Tampa Bay Online, WAFX (Norfolk, Va.), Virginia News Network, and **Fox Sports Radio**.
- **Paul Siegel**, emeritus professor of animal and poultry sciences, received mention in an Orlando Sentinel article about cockfighting and in a **National Geographic** article about meaty chickens.
- **Rosa Slavik**, research associate, was interviewed and featured in articles on aquaculture research at the Saltville AREC by the Bristol Herald-Courier and Danville Register.
- **Tony Wolf**, viticulturist and director of the Alson H. Smith, Jr. Agricultural Research and Extension Center in Winchester, mentioned in several articles about Virginia's wine crop, including multiple **Associated Press** articles and articles in **Washington Post**, **WashingtonPost.com**, and **Washington Times**.

## Media Visits

- November 2005:
  - Visits to the Richmond Times-Dispatch and the Virginia Farm Bureau

## Articles

- "College of Agriculture and Life Science: Transforming lives through learning, discovery, and engagement" – *Virginia Tech Magazine* (Spring 2005) [L. Greiner]
- "Apple shape puts overweight folks on fast track for disease: Researcher links abdominal fat to specific artery damage" - *Virginia Tech Research Magazine* (Summer 2005) [L. Greiner]
- "Transforming Lives Through Learning, Discovery, and Engagement" – *What's In Store* (Summer 2005) [L. Greiner]

- “Fat a Big Problem For Kids” – *Virginia Tech Research Magazine* (Summer 2005) [M. A. Johnson]
- “Developing a value-added Virginia economy” (in collaboration with Dr. McCann) – *Issues and Answers* (Fall 2005) [L. Greiner]
- “A New Niche for Fluke” - *Virginia Marine Resource Bulletin* (2005) [A. Correa]

## **Broadcast Media**

### **TV:**

The Appalachian Legacy news feature running on the program "Down Home Virginia" from the Virginia Farm Bureau (Richmond), and WVPT (Charlottesville) running the news features on "SAFETrak" and Grazing Cattle on Reclaimed Mine Land on "Virginia Farming."

### **Radio:**

Both SoundLine and News Features are free services to which Virginia radio stations can subscribe by contacting us. These stations range from big to small, urban to rural, and far Southwest to Tidewater. In collaboration with Video and Broadcast Services, the unit produced 13 SoundLine and 81 News Features with topics related to the work in our college.

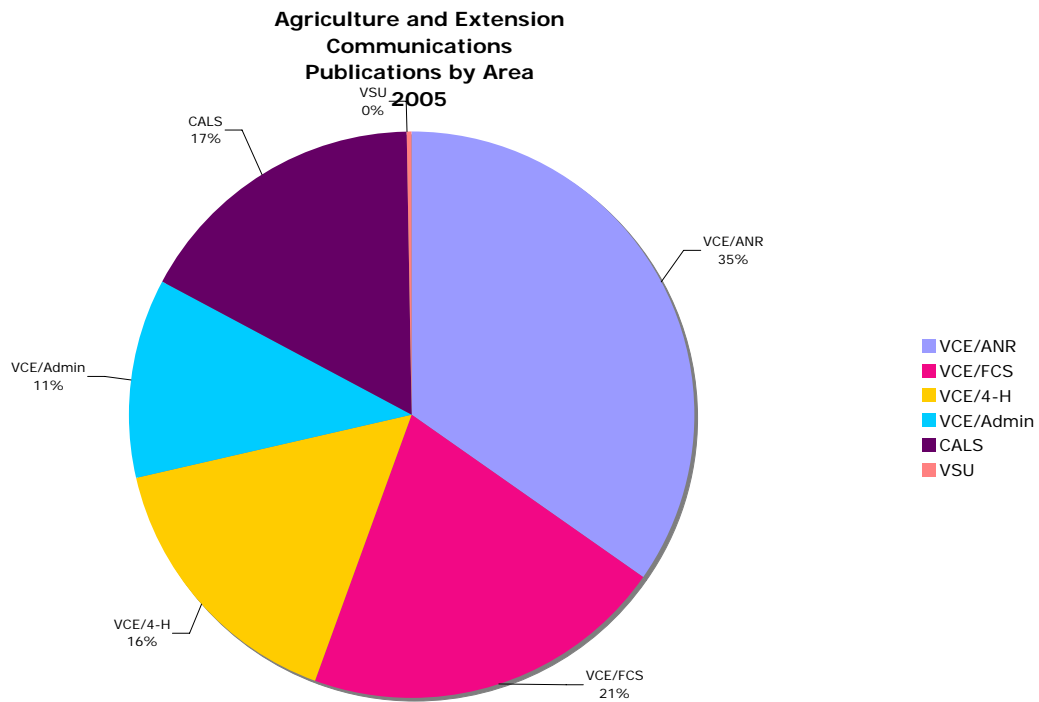
### **Other Broadcast Media:**

43 one-minute-long news features that focused on the work of college personnel distributed on CD.

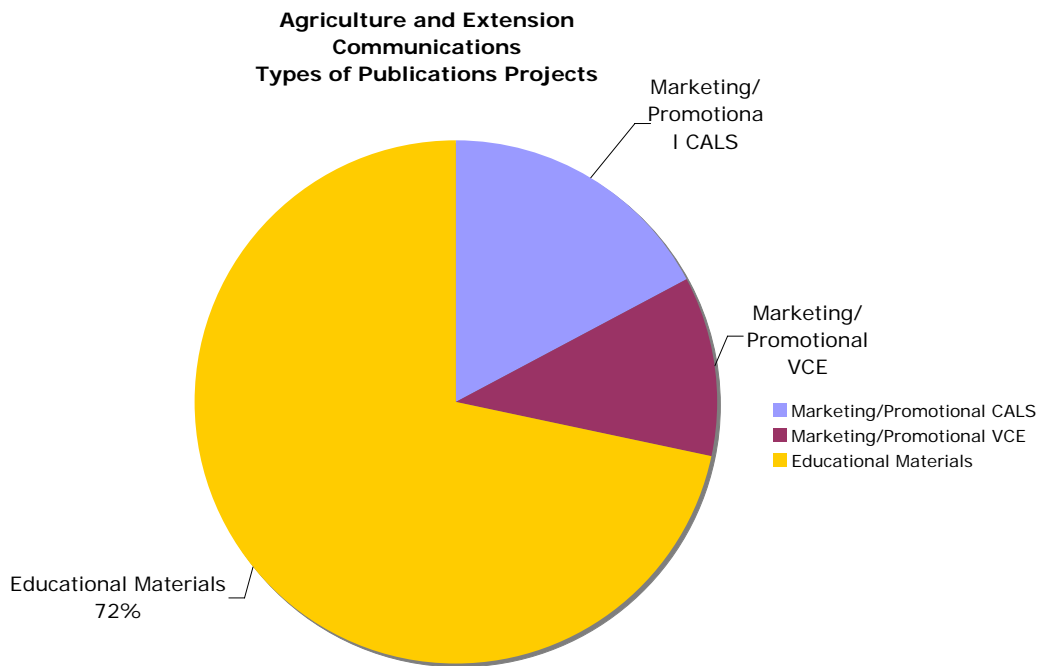
## Communications and Marketing Projects

### Publications/Products

The publications group produced a total of 374 products during CY2005. (For a complete listing of all products, please see the appendix.) This represents an increase of approximately 37 percent or 101 products from a total of 273 for fiscal year 2004-2005. Products included 268 educational materials for Virginia Cooperative Extension: Agriculture and Natural Resources (130), Family and Consumer Sciences (78), and 4-H (60). The remaining 106 products were marketing projects for the college or VCE.



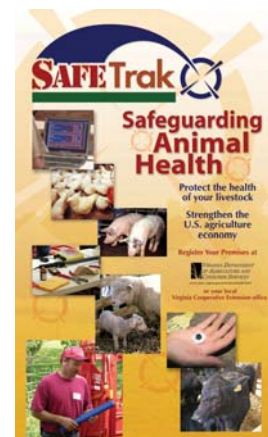
Of the 375 total products, 72 percent were VCE educational materials, 17 percent were marketing products for the college, and 11 percent were marketing materials for Extension.

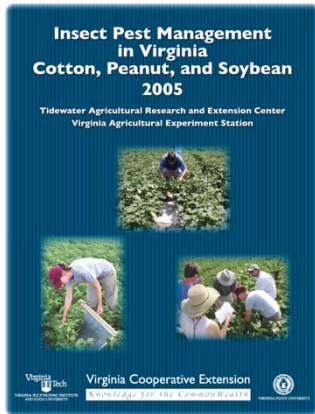


Many different types of products are produced by the publications group. The major types of products and examples from 2005 are highlighted below.

### Exhibits

Undergraduate recruitment exhibits and exhibit materials were produced for Academic Programs and individual departments. Other exhibits focused on individual program areas or educational efforts.





**Production and field guides**

Up-to-date variety, production, and pest management guidelines are critical to Extension's mission in agriculture and natural resources. These materials are updated and produced in the last quarter of each year in order to be ready for winter grower meetings and spring planting.

**Logos**

Several visual identities (logos) were created for various uses, including conference materials, apparel, giveaways, and websites.



**VCE educational publications**

As noted above, 72 percent of the publications group's products in 2005 were educational materials for Extension. These materials represent VCE on the public and are used extensively in hands-on programs. They range from single-sheet forms and outlines to complete handbooks that range from 50 to 200+ pages.



**The Buzz about Bees: Honeybee Biology and Behavior**





## Brochures

Several tri-fold brochures were produced for various uses and programs, including undergraduate recruitment and the Center for Farm and Agribusiness management.

**Horticulture**

**For more information:**  
 Department of Horticulture  
 201 Saunders Hall (2027)  
 Virginia Tech  
 Blacksburg, VA 24061  
 (540) 231-5577  
[www.hort.vt.edu](http://www.hort.vt.edu)

Mark Maslow  
 Director, Southern Landscapers, Inc.  
 Class of 2004 - Landscape Contracting

Hest Clark  
 Instructor and Program Head for Horticulture Curriculum  
 Lord Fairfax Community College  
 Class of 2003 - Education Option

**College of Agriculture and Life Sciences**

In honor of Dr. David M. Kahl and in gratitude  
**The Center for Farm and Agribusiness Management**  
 in the College of Agriculture and Life Sciences.

**Do you make the following non-deductible gift?**

Gift Amount: \$ \_\_\_\_\_  
 in Account # 288129

AMOUNT enclosed. Please indicate payable to Virginia Tech Foundation, Inc.

PLEDGE: I intend to make payment in installments of \$ \_\_\_\_\_ per year for the next \_\_\_\_\_ year (installment due every \_\_\_\_\_ month) \_\_\_\_\_ (month/year) \_\_\_\_\_ (month/year) \_\_\_\_\_ (month/year)

STOCK, BOND, MUTUAL FUND, OR OTHER PROPERTY. Please indicate the name of the security and the number of shares.

CHANGED GIFT. Please change it to my credit card as indicated.

CORPORATE MATCHING GIFT. In addition to my personal commitment indicated above, my company will match my gift.

Name of Corporation (Print name) \_\_\_\_\_  
 (continued on reverse)

Dr. David M. Kahl was a professor of Agricultural Economics from 1978 until his retirement in 2005. He taught over 10,000 students in his courses in Small Business Management and Entrepreneurship, Agricultural Financial Management, Farm Business Management, Agricultural Management, and Agricultural Management and Problem Solving.

His Extension work had a national and international focus on agri-leader, agribusiness, and producer education in finance, business management, and strategic management of small and mid-size agricultural and rural enterprises.

His applied research centered on the areas of marketing and business development of agricultural users, agricultural credit using systems, and intergenerational transfer of small business enterprises. His recent work has focused on analyzing farm management practices for optimum agricultural business performance and examining enhanced productivity levels in online and blended training for agricultural leaders.

He has published over 500 articles in academic journals, in the popular press, and through Extension. His papers and the industry have recognized him with 13 major teaching awards and 13 public service and extension awards. He is a four-time recipient of the prestigious American Agricultural Economics Association's Outstanding Teaching Award. Kahl is only one of the professors in the 81-year history of the Association to receive the award twice.

David M. Kahl

**Center for Farm and Agribusiness Management**

Join the Department of Agricultural and Applied Economics as we invest in the future of Virginia.

If you have questions about the Center for Farm and Agribusiness Management, please contact:

Gordon Grover  
 Department of Agricultural and Applied Economics  
 (20401)  
 Virginia Tech  
 Blacksburg, VA 24061  
 Phone: (540) 231-5850  
 Fax: (540) 231-7417  
 E-mail: [grover@vt.edu](mailto:grover@vt.edu)

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 Agriculture and Extension Communications, Virginia Tech  
 September 2007

**College of Agriculture and Life Sciences**

## Newsletters

Newsletters are produced as part of educational programs, as in the case of the *Smart Choices for Young Families* series, or as communications pieces for the organization, such as *Connections* for the college.

**Smart Choices for YOUNG FAMILIES**

July

Welcome to the July issue of **Smart Choices for Young Families**. July brings lots of sunshine, outdoor fun, AND a few problems. The sunshine and the hot weather put us at risk for things like sunburn and food poisoning. You can help keep July safe and enjoyable for your family by using the ideas and recipes in this issue.

MyPyramid.gov  
 Virginia Cooperative Extension  
**Knowledge for the Common Good**

**Plant America's Anniversary Garden**

Commemorating America's 40th Anniversary of the First Permanent English Settlement Jamestown

Join the effort to plant red, white, and blue garden series displays. Place a garden at your home, or get involved with a community effort. Visit [www.vce.vt.edu/anniversary](http://www.vce.vt.edu/anniversary) for complete instructions, lists of participating nurseries, and more information.

Virginia Cooperative Extension  
 Knowledge for the Common Good

**SAFE Trak**

**Safeguarding Animal Health**

Protect the health of your livestock

Strengthen the U.S. agriculture economy

Register Your Premises at the VIRGINIA DEPARTMENT OF AGRICULTURE AND CONSUMER SERVICES

Get your local Virginia Cooperative Extension office.

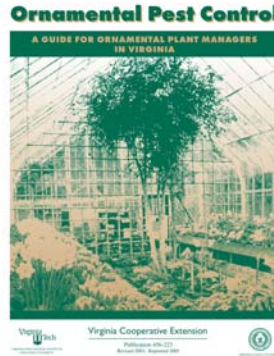
Virginia Cooperative Extension  
 Knowledge for the Common Good

## Promotional programs

Two major promotional programs this year have been the America's Anniversary Garden project and the Animal I.D./SafeTrak project. Both include a variety of marketing pieces such as posters, flyers, exhibits, handouts, publications, and websites.

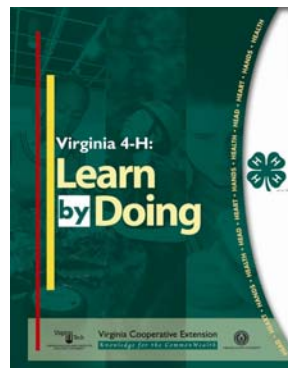
### **Pest control manuals**

Pest control manuals are continually revised or completely re-written to meet the needs of pesticide applicator training efforts that are important to the Extension mission.



### **Annual reports**

Summaries of programs and efforts are produced to help users understand the impacts of a program, or to make them aware of other available programs.



### **College marketing and communications**

The production of college communications and marketing materials has increased dramatically over the past two years. We now produce many items designed to market the work going on in the college.

## **Major Project Highlights**

### **College**

- Undergraduate recruitment materials – Created a floor display, and created a display to be used during new student orientation.
- Department Newsletters – The Communications and Marketing staff began offering departments and ARECs design and production assistance with their newsletters. This is a win-win situation for all parties involved. The departments

get much needed editing and design assistance, and the college benefits from more professional looking newsletters distributed in a more timely fashion. Newsletters were produced for Animal and Poultry Sciences, Food Science, Entomology, and Biochemistry.

- Created two vertical college display banners that will be used at internal and external events and programs.
- *Pathway to Excellence Guaranteed Admission Articulation Agreement* – Developed marketing materials for this program, including information booklets, a poster, and a brochure.
- Created the annual holiday greeting card for the Dean.
- *Connections*, the college newsletter for alumni and friends, was produced and distributed four times during 2005. Additionally, a complete re-design of the newsletter was completed in late 2005 and will take effect with the first issue in 2006.
- Marketing materials were produced to promote the Department of Agricultural and Applied Economics' Center for Farm and Agribusiness Management. A brochure, a logo, a poster, and graphics for the website were produced.
- The new design for the college public website was created by the group and launched in 2005.

### **Cooperative Extension**

- Edited, designed, and produced 268 subject-matter publications for use by VCE field personnel in delivering programs.
- The Publications Coordinator managed the budget and inventory of VCE marketing tools.
- A new visual identity for VCE was developed in the last quarter of 2005, and work continues to implement this identity across the VCE system. New marketing tools and visual identity standards will be created in 2006.

## Web Communications and Marketing

### Web Communications and Impacts

#### College website

- [www.cals.vt.edu](http://www.cals.vt.edu) - Communications and Marketing staff and AHNR-IT staff completed a major redesign of the college website in 2005. Communications and Marketing design staff provided the design concepts for new site. The college communications manager was responsible for the coordination and development of content. The new site was launched in August 2005.



- The site statistics show that we have achieved our goal of increasing site utilization, which is a strong indicator of audience appeal. Between August 2005, when the site went live, and December 2005, there was a **47-percent increase in the number of page views** over the same period in 2004.
- Overall, the number of **page views from 2004 to 2005 increased by 42 percent**, compared with a 0.5 percent increase from 2003 to 2004. We have also received positive comments through surveys and the usability tests that were conducted before the site was launched. **The number of total pages viewed by Web users was over half a million with 510,901 in 2005.**

#### Internal communications:

- [www.cals.vt.edu/news/deansdesk](http://www.cals.vt.edu/news/deansdesk) - From *The Dean's Desk*, a monthly e-newsletter was distributed six times in 2005. It included content from the Dean and Associate Deans and was e-mailed to all college and Extension faculty

and staff. The newsletter was discontinued and folded into *Insights*, the new monthly internal online newsletter, which was launched in 2006. The group provided the design for the Insights website during CY2005.

**Virginia Agricultural Experiment Station:**

- The Virginia Agricultural Experiment Station site, [www.vaes.vt.edu](http://www.vaes.vt.edu), was visited a total of 250,374 times in the timeframe from June 2004 through May 2005.

**Connections:**

- *Connections* – the college's alumni and friends quarterly newsletter was produced four times in 2005. The college communications manager writes and edits submitted articles. Communications and marketing staff edits, designs, and produces the six-page newsletter. Each issue is sent to more than 15,000 alumni and friends and is also posted online in an e-newsletter format for additional distribution (URL: <http://www.cals.vt.edu/news/pubs/connections/winter05/index.html>).

**Virginia Cooperative Extension**

- The unit produced *Partners in Excellence*, a weekly e-newsletter for the Director of Extension from March through August 2005. It was distributed to approximately 960 recipients.
- Virginia Cooperative Extension Public Site, [www.ext.vt.edu](http://www.ext.vt.edu), is maintained by the Communications and Marketing publications coordinator, with technical support provided by AHNR-IT. The VCE site is the most popular site in the organization. **A total of 15 million pages were delivered to Web users in 2005.**
- [www.ext.vt.edu/vce](http://www.ext.vt.edu/vce) – Virginia Cooperative Extension Intranet Site. The publications coordinator maintains this site, with technical support provided by AHNR-IT. Total pages delivered in 2005: 754,820.

**Special Events and Other Marketing-related Activities**

- *2005 International Boston Seafood Show (March 2005)* – 15' corner booth space dedicated to showcasing Sea Grant research, publications, and High Pressure Processing Lab services to the show's 14,000+ attendees.
- *Faculty and Staff Appreciation Luncheon (June 16, 2005)* – Edited and designed program and award check for luncheon. 300 faculty and staff were in attendance.
- An extensive communications/marketing plan was drafted for the College of Agriculture and Life Sciences with input from the College Marketing Committee. Goals, strategies, and tasks were developed based on Dean Quisenberry's

strategic goals and the priorities identified by the committee. The plan is being revised and enhanced by the Director of Communications and Marketing.

- Provided University Relations with an extensive list of Points of Pride for the university brand drivers. Also updated the college's Measures of Excellence.

## Other Projects and Activities

### Training and Presentations

Unit members provided training and gave presentations on the following topics to various audiences:

- "Reaching the Public with Printed and Web-based Information: Experience of Virginia Cooperative Extension" National Forestry Short Course in Communications, February 2005 [L. Burcham]
- "Promoting Extension Programs," Extension Programming Institute, March 2005 [L. Burcham]
- *Interviewing Over Dinner: Rare, Medium, or Well Done* – 4-H Congress, June 2005 [L. Greiner]
- *Etiquette Basics for Succeeding in the U.S.: Meeting, Greeting, and Eating* - International Orientation, August 2005 [L. Greiner]
- "Working with the Media – Building Your P.R. Toolkit" – VCE-VESA Conference, Hotel Roanoke, April 2005 and 3624: Communicating Agriculture In Writing, Sept. 2005 [L. Greiner]
- "Marketing VCE," New Workers Orientation, September 2005 [L. Burcham]
- "Crisis Communications" - 3624: Communicating Agriculture In Writing, Oct. 2005
- "Communications and Marketing for VCE" – AEE course, Oct. 2005 [K. Roan]
- Joint content-management training on Contribute to college staff

### Committee Work

Unit members represent the college/unit on and/or provide leadership for the following committees:

- eXtension Communications and Marketing Committee [K. Roan]
- eXtension Institutional Team [L. Burcham]
- NAADA 2006 National Conference Committee [L. Greiner]
- University Commission on Outreach and International Affairs [L. Burcham]
- University Web Accessibility Committee [K. Roan]
- Latham Hall Event Committee (co-chair) [K. Roan]
- College Marketing Committee (leadership and membership) [L. Burcham, L. Greiner]
- College Website Committee ) [L. Burcham, L. Greiner]
- College Unit Office Website System Committee [L. Burcham]
- College Relations Committee (leadership and membership) [L. Greiner, K. Roan]

### Professional Development

Unit members took advantage of a number of professional development opportunities off- and on-campus to ensure the highest level of professionalism of their work and connectivity with vital organizations, such as the Association for

Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences (ACE).

Staff are committed to maintaining a high level of involvement in professional organizations and continuing to remain up-to-date on and cognizant of the latest design, communications, PR, and media relations trends. This commitment, combined with its strong support from the organization, is the foundation of high-quality communications and marketing output.



## Challenges

Despite the unit's successful year in 2005 and the appointment of a director for the unit, the group continues to experience challenges.

The geographical separation of the unit after the reorganization remains a challenging component to the day-to-day operations. Staff have resorted to utilizing electronic and telephone communication means in an extensive manner, but the distance between unit members impacts the cohesion of the group. Towards the end of the CY2006, this challenge should be overcome with the move of the unit to the second floors of Hutcheson/Smyth Halls.

The unit continues to struggle with the lack of basic support of its central functions. A request for a full-time position to be added to the unit was submitted in 2006 and not approved. This void continues to affect the unit's efficiency and morale.

Many of the matters that the unit wishes to address during the 2006 calendar year (further media outreach work; timely production of major newsletter and other projects; and marketing/branding training to key College faculty) are closely tied to the FTE resource issue.

The unit is optimistic that the College's support of its efforts will continue and eventually lead to future improvements on all of these fronts.

## Appendix: Educational and Marketing Materials

Pub No.	Title	Prog.	Author/ Contact	N/R/Rp	Type
388-807	4-H Wood Magic School Enrichment	4-H	K. Jamison	New	EM
380-070	4-H Honeybee Project, Book 1, The Buzz about Bees	4-H	B. Cline	New	EM
380-071	4-H Honeybee Project, Book 1- Resource Guide	4-H	B. Cline	New	EM
388-808	4-H Science Inquiry School Enrichment	4-H	K. Jamison	New	EM
388-530	Day Camp Staff Training Workshops Evaluation Report	4-H	B. Garst	New	EM
NP0538	Logo for 2005 4-H Congress	4-H	B. Garst	New	MP/VC E
388-531	Exploring the World of 4-H Camp Counseling	4-H	B. Garst	New	EM
388-524	Appendix C: Airfield 4-H Center Camping Handbook	4-H	A. Carson	Min Rev	EM
388-035	4-H Equine Release, Waiver and Indemnification	4-H	B. Garst	Maj Rev	EM
388-186	4-H Cloverbud Charter and Charter Seal	4-H	B. Cline	Maj Rev	EM
388-083	4-H Certificate of Recognition	4-H	B. Cline	Reprint	EM
388-009	4-H Motto/Mission	4-H	B. Cline	Min Rev	EM
388-562	4-H Camping Handbook	4-H	B. Garst	Maj Rev	EM
388-590	4-H Annual Report	4-H	B. Cline	New	EM
388-902	4-H Bookmark	4-H	B. Cline	Maj Rev	EM
350-045	Caring for Children II: Babysitting Basics	4-H	B. Cline	New	EM
388-550	4-H Window Decal	4-H	M. A. Johnson	New	MP/VC E
380-005	4-H Pet Pals, Members Resource Book	4-H	B. Cline	New	EM
380-006	4-H Pet Pals, Leader's Guide	4-H	B. Cline	New	EM
NP0554	Artwork for 4-H T-Shirts	4-H	T. Sebring	New	MP/VC E
388-052	Application for Volunteer 4-H Camp Teen Counselor	4-H	T. Sebring	Min Rev	EM
388-530	Day Camp Staff Training Workshops Eval Report	4-H	B. Garst	Min Rev	EM
388-274	A Guide for 4-H Officers	4-H	B. Cline	Reprint	EM
388-024	4-H Secretaries Record Book	4-H	B. Cline	Reprint	EM
388-056	4-H Presentations	4-H	B. Cline	Reprint	EM
408-042	4-H Poultry Yearly Plan & Activity	4-H	B. Cline	Reprint	EM
390-405	4-H Wildlife Book 1: Wildlife Foods	4-H	B. Cline	Reprint	EM
408-029	Beginning of Life Leader's Manual	4-H	B. Cline	Reprint	EM
408-028	Beginning of Life Vocabulary	4-H	B. Cline	Reprint	EM
408-027	Beginning of Life Record Book	4-H	B. Cline	Reprint	EM

<b>Pub No.</b>	<b>Title</b>	<b>Prog.</b>	<b>Author/ Contact</b>	<b>N/R/Rp</b>	<b>Type</b>
406-105	Horseless Horse Project Unit 2: Horses are Fun	4-H	B. Cline	Reprint	EM
380-122	4-H Livestock Record Book	4-H	B. Cline	Reprint	EM
380-121	Beef, Sheep, Swine Advanced Record Book	4-H	B. Cline	Reprint	EM
380-100	Judging Score Card: Blue	4-H	B. Cline	Reprint	EM
380-103	Judging Score Card: Green	4-H	B. Cline	Reprint	EM
380-102	Judging Score Card: Yellow	4-H	B. Cline	Reprint	EM
380-101	Judging Score Card: White	4-H	B. Cline	Reprint	EM
380-120	Basic Training Guide for Livestock	4-H	B. Cline	Reprint	EM
388-523	Jamestown 4-H Center Camping Handbook Appendix C	4-H	S. Vezeau	Maj Rev	EM
388-525	Northern Virginia 4-H Center Camping Handbook	4-H	B. Garst	Maj Rev	EM
388-522	Skelton 4-H Center Camping Handbook, Appendix C	4-H	B. Garst	Maj Rev	EM
388-520	Southwest Virginia 4-H Center Camping Handbook	4-H	B. Garst	Maj Rev	EM
388-006	4-H Public Speaking Score Sheet	4-H	B. Cline	Maj Rev	EM
420-068	Virginia 4-H Pine Seedling Project	4-H	B. Cline	Reprint	EM
NP0564	Divider Tabs for 4-H Camping Handbook	4-H	T. Sebring	New	EM
NP0567	Campus Map for Back of 4-H Congress Program	4-H	D. Price	New	EM
420-025	4-H Forestry Projects: Book Two: Tree Planting Member Guide	4-H	B. Cline	New	EM
392-108	Survivor Management, 4-H Management Leader's Guide	4-H	B. Cline	New	EM
388-902	4-H Bookmark	4-H	B. Cline	Reprint	EM
350-521	Strong Families Competent Kids: Leaders' Guide	4-H	B. Cline	Min Rev	EM
350-523	Strong Families Competent Kids: Youth Book	4-H	B. Cline	Min Rev	EM
388-570	Learn by Doing	4-H	B. Cline	Maj Rev	EM
NP0587	Clover Change Can Cover	4-H	J. Hunnings	New	EM
388-003S	4-H Volunteer Enrollment, Long Form, Spanish	4-H	B. Cline	New	EM
388-906S	4-H Health History Report Form, Spanish	4-H	B. Cline	New	EM
388-002S	4-H Member Enrollment Form, Spanish	4-H	B. Cline	New	EM
388-210	Virginia 4-H Club Annual Goals and Program Plan	4-H	B. Cline	New	EM
388-211	Virginia 4-H Club Constitution and Bylaws	4-H	B. Cline	New	EM
388-212	Virginia 4-H Club Member's Business Meeting Guide	4-H	B. Cline	New	EM

<b>Pub No.</b>	<b>Title</b>	<b>Prog.</b>	<b>Author/ Contact</b>	<b>N/R/Rp</b>	<b>Type</b>
NP0602	4-H Statewide Teen Weekend Logo	4-H	B. Garst	New	MP/VC E
NP0603	4-H Congress Logo 2006	4-H	B. Garst	New	MP/VC E
388-524	Airfield 4-H Center Camping Handbook: Appendix C	4-H	A. Johnson	Maj Rev	EM
388-083	4-H Certificate of Recognition	4-H	B. Cline	Reprint	EM
388-082	4-H Certificate of Recognition	4-H	B. Cline	Reprint	EM
388-178	4-H Membership Card	4-H	B. Cline	Reprint	EM
456-228	Wood Preservation and Wood Products Treatment Manual	ANR	S. Nessler	New	EM
418-019	Virginia Small Grain Forage Variety Testing	ANR	R. Smith	New	EM
424-201	Cotton Harvest Aid Selection and Application Timing	ANR	J. Faircloth	New	EM
418-104	Virginia's Horse Pastures: Renovating Old Pastures	ANR	C. Teutsch	New	EM
418-103	Virginia's Horse Pastures: Forage Establishment	ANR	C. Teutsch	New	EM
418-102	Virginia's Horse Pastures: Forage Species for Horse Pastures	ANR	C. Teutsch	New	EM
418-101	Virginia's Horse Pastures: Grazing Management	ANR	C. Teutsch	New	EM
NP0536	Logo for Entomological Society of America Annual Meeting	ANR	C. Bergh	New	MP/CAL S
NP0537	Video Cover for Warmwater Streams Video	ANR	L. Helfrich	New	EM
418-018	The Virginia Alfalfa Variety Report: A 5-Year Summary	ANR	R. Smith	Maj Rev	EM
424-031	Va Corn Hybrid & Management Trials, 2005	ANR	L. Rucker	Min Rev	EM
456-419	Spray Guide 2005	ANR	D. Pfeiffer	Maj Rev	EM
444-422	Widow Spiders	ANR	D. Miller	New	EM
444-007	Diamondback Moth in Virginia	ANR	T. Kuhar	New	EM
424-006	Growing Small Grains for Forage in Virginia	ANR	W. Thomason	New	EM
442-602	Farmer's Lung: Causes and Symptoms of Mold and Dust Induced Respiratory Illness	ANR	B. Grisso	New	EM
442-601	Respiratory Protection in Agriculture	ANR	B. Grisso	New	EM
426-708	Integrated Pest Management Ideas for Vegetable Gardens	ANR	T. Bratsch	Maj Rev	EM
424-038	2004 Virginia On-Farm Corn Test Plots	ANR	P. Davis	New	EM
432-101	Virginia Peanut Production Guide	ANR	J. Faircloth	New	EM
444-380	Insect Pest Management in Virginia Cotton, Peanut, and Soybean	ANR	S. Malone	New	EM

<b>Pub No.</b>	<b>Title</b>	<b>Prog.</b>	<b>Author/ Contact</b>	<b>N/R/Rp</b>	<b>Type</b>
456-214	Agricultural Plant Pest Control Manual	ANR	S. Nessler	New	EM
456-226	Regulatory Pest Control Manual	ANR	S. Nessler	Maj Rev	EM
430-522	Maintenance Calendar for Warm Season Turfgrasses in Va	ANR	M. Goatley	New	EM
430-523	Maintenance Calendar for Cool Season Turfgrasses in Va	ANR	M. Goatley	New	EM
430-524	Pest Monitoring Calendar for Home Lawns in Va	ANR	M. Goatley	New	EM
430-521	Leave Them Along: Lawn Leaf Management	ANR	M. Goatley	New	EM
424-202	2004 Peanut & Cotton Weed Science, Agronomic Research, and Cotton Defoliation Evaluations	ANR	G. White	New	EM
404-124	Tests Available for Measuring Forage Quality	ANR	C. Stallings	New	EM
426-705	Storing Pesticides Safely	ANR	J. Latimer	Maj Rev	EM
426-706	Choosing Pesticides Wisely	ANR	J. Latimer	Maj Rev	EM
426-707	Understanding Pesticide Labels	ANR	J. Latimer	Maj Rev	EM
426-710	Applying Pesticides Safely	ANR	J. Latimer	Maj Rev	EM
NP0544	Tiffs of Covers of Pest Control Manuals	ANR	L. Ingrassia	New	EM
NP0545	Correction Stickers for General Pest Control	ANR	S. Nessler	New	EM
424-300	Virginia Cotton Production Guide	ANR	G. White	New	EM
442-110	Ammonia Emissions from Animal Agriculture	ANR	S. Gay	New	EM
426-059	Groundwater Quality & the Use of Lawn & Garden Chemicals by Homeowners	ANR	J. Latimer	Maj Rev	EM
418-040	Virginia Sod Directory	ANR	D. McKissack	Min Rev	EM
456-210	Applying Pesticides Correctly--The Virginia Core Manual	ANR	S. Nessler	Reprint	EM
452-701	Soil Test Note #1: Explanation of Soil Tests	ANR	S. Heckendor n	New	EM
456-216	Forest Pest Control	ANR	S. Nessler	Min Rev	EM
456-215	Agricultural Animal Pest Control	ANR	S. Nessler	Min Rev	EM
426-109	Poison Ivy: Leaves of Three -- Let it Be!	ANR	D. Goerlich	New	EM
418-105	Maintaining Healthy Horse Pastures Poster	ANR	C. Teutsch	New	EM
418-120	Getting Off to a Good Start: Forage Establishment	ANR	C. Teutsch	New	EM
456-232	Vertebrate Pest Control Manual	ANR	S. Nessler	Min Rev	EM
444-106	Japanese Beetle in Field Corn	ANR	R. Youngman	New	EM

<b>Pub No.</b>	<b>Title</b>	<b>Prog.</b>	<b>Author/ Contact</b>	<b>N/R/Rp</b>	<b>Type</b>
452-510	Sources of Lime for Acid Soils in Virginia	ANR	G. Mullins	New	EM
427-208	Defoliating Cotton Under Adverse Conditions	ANR	J. Sanders	New	EM
418-134	Putting the Punch Back in Your Pastures	ANR	C. Teutsch	New	EM
424-003	Using the VCE Climate Analysis Web Tool to Develop a Corn Planting Strategy	ANR	W. Thomason	New	EM
444-012	Colorado Potato Beetle	ANR	T. Kuhar	New	EM
456-225	Public Health Pest Control Manual	ANR	S. Nessler	New	EM
414-039	Hog Production contracts: The Grower-Integrator Relationship	ANR	A. Harper	New	EM
414-038	Using Artificial Insemination in Swine Production: Detecting and Synchronizing Estrus and Proper Insemination Technique	ANR	M. Estienne	New	EM
430-532	Spring & Summer Lawn Management for Cool-Season Turfgrasses	ANR	M. Goatley	New	EM
430-533	Spring & Summer Lawn Management for Warm-Season Turfgrasses	ANR	M. Goatley	New	EM
442-555	TMDLs for Bacteria Impairments	ANR	B. Benham	New	EM
444-206	Giant Resin Bee	ANR	T. Dellinger	New	EM
450-567	Comparison of Yield, Maturity, Value and Susceptibility to TSWV in Virginia- and Runner-type Varieties of Peanut in 2004	ANR	P. Phipps	New	EM
456-223	Ornamental Pest Control Manual	ANR	S. Nessler	Reprint	EM
442-554	Microbial Source Tracking and the TMDL Process	ANR	B. Benham	New	EM
420-538	Lake Property Owners' Guide	ANR	L. Helfrich	New	EM
420-537	Managing Spring Wetlands for Fish and Wildlife Habitat	ANR	L. Helfrich	New	EM
452-702	Soil Test Note #2: Field Crops	ANR	S. Heckendorn	New	EM
452-703	Soil Test Note #2: Forage Crops	ANR	S. Heckendorn	New	EM
452-124	Soil Sample Information Sheet: Commercial Crop Production	ANR	S. Heckendorn	Maj Rev	EM

<b>Pub No.</b>	<b>Title</b>	<b>Prog.</b>	<b>Author/ Contact</b>	<b>N/R/Rp</b>	<b>Type</b>
452-125	Soil Sample Information Sheet: Home Lawns, Gardens, Fruits and Ornamentals	ANR	S. Heckendorn	Maj Rev	EM
452-126	Soil Sample Information Sheet: Comm. Greenhouse and Nursery Production	ANR	S. Heckendorn	Maj Rev	EM
452-127	Soil Sample Information Sheet: Surface Mined Areas	ANR	S. Heckendorn	Maj Rev	EM
452-128	Soil Sample Information Sheet: Golf Courses and Industrial Lawns	ANR	S. Heckendorn	Maj Rev	EM
444-015	Fall Armyworm in Vegetable Crops	ANR	V. Barlow	New	EM
420-026	4-H Forestry Projects: Book 2: Tree Planting: Leader's Guide	ANR	B. Cline	New	EM
458-501	Safe Processing of Meat and Poultry Jerky	ANR	J. Eifert	New	EM
420-180	Urban Forestry Issues	ANR	J. Kirwan	New	EM
420-181	Value, Benefits, & Costs of Urban Trees	ANR	J. Kirwan	New	EM
424-203	What to Expect from New Cotton Varieties in 2005	ANR	J. Faircloth	New	EM
465-100	Frequently Asked Questions and Answers for the Virginia Premises Registration System	ANR	S. Greiner	New	EM
426-070	Backyard Wildlife Habitats	ANR	G. Eaton	New	EM
NP0577	Mid Atlantic I.D. Guide Evaluation Postcard	ANR	S. Malone	Reprint	EM
456-215	Ag Animal Pest Control Manual	ANR	S. Nessler	Reprint	EM
456-222	Management of Wood Destroying Organisms Pest Control Manual	ANR	S. Nessler	Reprint	EM
NP0580	Visual Identity for Farmland Protection Program	ANR	J. Riddell	New	MP/VC E
418-040	Virginia Sod Directory	ANR	M. Goatley	Min Rev	EM
424-001	Small Grains in 2005	ANR	L. Rucker	Min Rev	EM
420-036	Rabies: Its Ecology, Control and Treatment	ANR	J. Parkhurst	Min Rev	EM
456-210	Applying Pesticides Correctly, Virginia Core Manual	ANR	S. Nessler	Reprint	EM
426-210	Plant America's Anniversary Garden	ANR	J. Latimer	New	EM
456-216	Forest Pest Control	ANR	S. Nessler	New	EM
404-130	Strategies to Reduce Amounts of N&P in Dairy Rations	ANR	C. Stallings	New	EM
NP0577	Mid-Atlantic ID Guide Reply Postcard	ANR	A. Herbert	Reprint	EM
465-101	SafeTrak Poster	ANR	S. Greiner	New	EM
452-704	Soil Test Note #4	ANR	S. Heckendorn	Maj Rev	EM

<b>Pub No.</b>	<b>Title</b>	<b>Prog.</b>	<b>Author/ Contact</b>	<b>N/R/Rp</b>	<b>Type</b>
418-200	The Virginia Perennial Cool-Season Grass Forage Variety Report: A 3-Year Summary (2002-2004)	ANR	W. Thomason	Maj Rev	EM
456-221	General Pest Control Manual	ANR	S. Nessler	Reprint	EM
424-022	Growing Hulless Barley in the Mid-Atlantic	ANR	W. Thomason	New	EM
460-142	On-Site Treatment and Disposal of Residual Wastewaters on Mined Lands	ANR	C. Zipper	New	EM
444-215	Longhorned Beetles/Roundheaded Borers	ANR	E. Day	Maj Rev	EM
444-216	Bark Beetles	ANR	E. Day	Maj Rev	EM
444-278	Lilac Borer and Ash Borer	ANR	E. Day	Maj Rev	EM
444-291	Pine Shoot Beetle	ANR	E. Day	New	EM
400-230	Alternative Feeds for Beef Cattle	ANR	M. Wahlberg	New	EM
426-040	Insect Pests of Water Garden Plants	ANR	L. Fox	New	EM
426-211	America's Anniversary Garden: Corridor Plantings	ANR	J. Latimer	New	EM
418-040	Virginia Sod Directory	ANR	M. Goatley	Min Rev	EM
424-050	Virginia On-Farm Small Grain Test Plots, 2005	ANR	L. Rucker	New	EM
NP0600	Poster for Center for Farm and Agribusiness Management	ANR	G. Groover	New	MP/CA LS
444-107	Root-Knot Nematode in Field Corn	ANR	R. Youngman	New	EM
444-108	Asiatic Garden Beetle in Field Corn	ANR	R. Youngman	New	EM
444-031	Squash Bug	ANR	T. Kuhar	New	EM
NP0601	Web Design -- America's Anniversary Garden	ANR	J. Latimer	New	EM
426-213	Plant America's Anniversary Garden Flyer--Color	ANR	J. Latimer	New	EM
456-217	Turf Pest Control	ANR	S. Nessler	Reprint	EM
456-230	Predator Management Pest Control	ANR	S. Nessler	Reprint	EM
426-214	Plant America's Anniversary Garden Flyer--B/W	ANR	J. Latimer	New	EM
426-215	Plant America's Anniversary Garden C.D.	ANR	J. Latimer	New	EM
456-018	Pest Management Guide, 2006 -- Home Grounds	ANR	S. Hagood	Maj Rev	EM
456-017	Pest Management Guide, 2006 -- Hort & Forest	ANR	S. Hagood	Maj Rev	EM
456-016	Pest Management Guide, 2006 -- Field Crops	ANR	S. Hagood	Maj Rev	EM
424-107	Va Soybean Variety Evaluation Tests, 2004	ANR	D. Holshouser	New	EM



<b>Pub No.</b>	<b>Title</b>	<b>Prog.</b>	<b>Author/ Contact</b>	<b>N/R/Rp</b>	<b>Type</b>
444-380	Insect Pest Management in Cotton, Peanut & Soybean	ANR	S. Malone	Maj Rev	EM
465-102	SafeTrak Flyer	ANR	J. Riddell	New	EM
465-103	SafeTrak Exhibit Graphics	ANR	J. Riddell	New	EM
456-223	Ornamental Pest Control	ANR	S. Nessler	Reprint	EM
456-219	Aquatic Pest Control	ANR	S. Nessler	Reprint	EM
NP0608	Peanut Variety and Quality Evaluation Results Covers	ANR	D. Coker	Min Rev	EM
426-041	What is a Watershed?	ANR	L. Fox	New	EM
NP0611	AAG Ad for Virginia Growers Guide	ANR	Jo. Latimer	New	EM
NP0612	AAG -- Benchcard Design	ANR	J. Latimer	New	EM
424-037	Virginia Corn Silage Testing Program, 2005	ANR	L. Rucker	Maj Rev	EM
426-042	Winterizing the Water Garden	ANR	L. Fox	New	EM
426-212	America's Anniversary Garden poster	ANR	J. Latimer	New	EM
900-103	Dept. of Horticulture Recruiting Brochure	CALS	H. Scoggins	New	MP/CALS
900-502	Biochemistry Newsletter, 2004	CALS	J. Hess	New	MP/CALS
900-503	Animal and Poultry Sciences Newsletter, Fall 2004	CALS	M. McCann	New	MP/CALS
900-104	Majors Factsheet: Horticulture	CALS	L. Greiner	New	MP/CALS
NP0409	Revisions to Hort Garden Logo	CALS	H. Scoggins	Maj Rev	MP/CALS
900-106	Community College Articulation Agreement Poster	CALS	B. Potter	New	MP/CALS
NP0550	MILES Project Poster	CALS	M. Coleman	New	MP/CALS
900-306	Connections Newsletter, Spring 2005	CALS	L. Greiner	New	MP/CALS
900-107	Recruiting Brochure for Dairy Science	CALS	L. Greiner	New	MP/CALS
900-108	Biological Systems Engineering (BSE) Recruiting Brochure	CALS	L. Greiner	New	MP/CALS
900-109	PPWS Recruiting Brochure	CALS	L. Greiner	New	MP/CALS
900-110	CSES Recruiting Brochure - CSES	CALS	L. Greiner	New	MP/CALS
NP0555	CALS Website Design Work	CALS	L. Greiner	New	MP/CALS
900-111	Recruiting Brochure - Dept. of Ag and Applied Economics	CALS	L. Greiner	New	MP/CALS
900-112	Recruiting Brochure - Dept. of Entomology	CALS	L. Greiner	New	MP/CALS
900-113	CSES Recruiting Brochure - Enviro Sciences	CALS	L. Greiner	New	MP/CALS

<b>Pub No.</b>	<b>Title</b>	<b>Prog.</b>	<b>Author/ Contact</b>	<b>N/R/Rp</b>	<b>Type</b>
900-114	Biochemistry Recruiting Brochure	CALS	L. Greiner	New	MP/CA LS
900-307	CALS Organizational Chart	CALS	S. Norman	New	MP/CA LS
900-115	Dept. of Food Science Recruiting Brochure	CALS	L. Greiner	New	MP/CA LS
900-116	HNFE Recruiting Brochure	CALS	L. Greiner	New	MP/CA LS
900-117	Animal Science Recruiting Brochure	CALS	L. Greiner	New	MP/CA LS
NP0560	Display Panels for CALS	CALS	L. Greiner	New	MP/CA LS
900-308	CALS Connections, Summer 2005	CALS	L. Greiner	New	MP/CA LS
900-309	CALS Faculty and Staff Awards Luncheon Program 2005	CALS	S. Norman	New	MP/CA LS
NP0566	Background for Display in Squires	CALS	L. Greiner	New	MP/CA LS
900-102	Display for Academic Programs Recruiting	CALS	B. Potter	New	MP/CA LS
NP0569	Middleburg AREC Laminitis Conference Flyer	CALS	G. Sommer	New	MP/CA LS
NP0571	Newsletter Template for Ag Technology	CALS	S. White	New	MP/CA LS
NP0572	Poster for HNFE Award	CALS	L. Greiner	New	MP/CA LS
900-105	Articulation Agreement Brochure	CALS	B. Potter	New	MP/CA LS
900-125	Agricultural Technology Recruiting Brochure	CALS	S.White	New	MP/CA LS
NP0576	CALS Website Content Editing/Writing	CALS	L. Greiner	New	MP/CA LS
900-118	Majors Factsheet -- CSES	CALS	L. Greiner	New	MP/CA LS
900-119	Majors Factsheet -- Animal and Poultry Sciences	CALS	L. Greiner	New	MP/CA LS
NP0579	Artwork for CALS Banners and Tablecovers	CALS	B. Potter	New	MP/CA LS
NP0539	Articulation Agreement Proclamation	CALS	B. Potter	Reprint	MP/CA LS
900-401	Football Tailgate Poster	CALS	M. Bales	Min Rev	MP/CA LS
900-101	Discover Your Own Path	CALS	B. Potter	Min Rev	MP/CA LS
900-120	Majors Factsheet -- Biochemistry	CALS	L. Greiner	New	MP/CA LS
900-121	Majors Factsheet -- HNFE	CALS	L. Greiner	New	MP/CA LS
900-122	Majors Factsheet -- Food Science and Technology	CALS	L. Greiner	New	MP/CA LS

Appendix: Educational and Marketing Materials

<b>Pub No.</b>	<b>Title</b>	<b>Prog.</b>	<b>Author/ Contact</b>	<b>N/R/Rp</b>	<b>Type</b>
NP0581	Visual Identity for Center for Farm & Agribusiness Management	CALS	G. Groover	New	MP/CA LS
900-402	Brochure for Center for Farm and Agribusiness Management	CALS	G. Groover	New	MP/CA LS
900-310	CALS Connections Newsletter, Fall 2005	CALS	L. Greiner	New	MP/CA LS
NP0582	Sign for CALS Display Case	CALS	S. Norman	New	MP/CA LS
NP0519	Ad for VT Football Program, Sept. 05	CALS	L. Greiner	Maj Rev	MP/CA LS
900-123	Majors Factsheet -- Dairy Science	CALS	L. Greiner	New	MP/CA LS
NP0586	Label for CALS Water Bottle	CALS	D. Sutphin	New	MP/CA LS
NP0588	Proceedings for Laminitis Conference	CALS	L. Greiner	New	MP/CA LS
900-124	Environmental Sciences Majors Factsheet	CALS	L. Greiner	New	MP/CA LS
NP0597	Undergraduate Recruiting Poster for Exhibit, CSES & ENSC	CALS	J. McKenna	New	MP/CA LS
900-311	2005 Holiday Card	CALS	S. Norman	New	MP/CA LS
900-307	CALS Organizational Chart	CALS	S. Norman	Min Rev	MP/CA LS
NP0605	Logo for 2006 NAADA Conference	CALS	L. Greiner	New	MP/CA LS
900-312	CSI/New Building Handout	CALS	L. Greiner	New	MP/CA LS
NP0606	Thermometer for Center for Farm and Agribusiness Management	CALS	G. Groover	New	MP/CA LS
900-313	Winter 2005 Connections Newsletter	CALS	L. Greiner	New	MP/CA LS
NP0609	Connections Re-Design	CALS	L. Greiner	New	MP/CA LS
NP0610	Poster for APSC from Undergraduate Recruiting Brochure	CALS	K. Webb	New	MP/CA LS
NP0613	Design for Innovations Newsletter	CALS	L. Greiner	New	MP/CA LS
900-312	CSI/New Building Handout	CALS	L. Greiner	Reprint	MP/CA LS
NP0570	Certified County Supervisor Brochure	CV	B. Calhoun	New	MP/VC E
348-210	Virginia Action for Healthy Kids Brochure	FCS	E. Serrano	New	EM
348-007	"Temperature Rules" Magnet	FCS	R. Cox	New	EM
348-247	Label Literacy	FCS	R. Cox	Reprint	EM
348-145	Virginia on the Move -- Walk for Health	FCS	E. Serrano	New	EM

<b>Pub No.</b>	<b>Title</b>	<b>Prog.</b>	<b>Author/ Contact</b>	<b>N/R/Rp</b>	<b>Type</b>
NP0540	Healthy Future Breeze Project	FCS	R. Cox	New	EM
354-041	2005 Tax Law Changes	FCS	C. Hayhoe	Maj Rev	EM
354-046	How to Prevent Foreclosure on Your Home	FCS	C. Hayhoe	New	EM
354-047	Refinancing Your Mortgage	FCS	C. Hayhoe	New	EM
348-509	Finding Your Way to a Healthier You	FCS	R. Cox	New	EM
NP0561	Finding Your Way to a Healthier You --Kentucky Version	FCS	R. Cox	New	EM
348-110	My Pyramid -- Steps to a Healthier You, Extension Version	FCS	E. Schlenker	New	EM
348-246	Who Am I?	FCS	E. Serrano	Reprint	EM
348-245	Looking at Looks	FCS	E. Serrano	Reprint	EM
348-243	Nutrient Scavenger Hunt	FCS	E. Serrano	Reprint	EM
348-242	Be A Drink Detective	FCS	E. Serrano	Reprint	EM
348-241	Calorie Chemistry	FCS	E. Serrano	Reprint	EM
360-005	HWHK Lesson Log	FCS	E. Serrano	Reprint	EM
348-280	What Do I Think?	FCS	E. Serrano	Reprint	EM
348-145	Walk for Health	FCS	E. Serrano	Reprint	EM
348-240	Add it Up	FCS	E. Serrano	Reprint	EM
348-307	Smart Choices for Young Families Newsltr-July	FCS	M. McFerran	New	EM
348-244	My Pyramid: HWHK Handout	FCS	E. Serrano	Maj Rev	EM
360-093	4-H EFNEP/SCNEP Group Enrollment Form	FCS	R. Cox	Maj Rev	EM
348-074	My Pyramid: Steps to a Healthier You, EFNEP/SCNEP Version	FCS	R. Cox	New	EM
348-280	What Do I Think?	FCS	R. Cox	Min Rev	EM
348-308	Smart Choices for Young Families Newsletter -- August	FCS	R. Cox	New	EM
360-090	EFNEP & SCNEP Family Record (Young Families)	FCS	R. Cox	Reprint	EM
360-095	EFNEP & SCNEP Family Record (Older Homemakers)	FCS	R. Cox	Reprint	EM
348-309	Smart Choices for Young Families Newsletter -- September	FCS	R. Cox	New	EM
348-071	Calcium, Vitamin D, and Your Health	FCS	R. Cox	Min Rev	EM
354-170	Medical Expense Insurance	FCS	C. Hayhoe	New	EM
354-171	Disability Insurance	FCS	C. Hayhoe	New	EM
354-172	Long-Term Care Insurance	FCS	C. Hayhoe	New	EM
354-173	Homeowner's Insurance	FCS	C. Hayhoe	New	EM
354-143	Life Insurance; Different Types of Policies	FCS	C. Hayhoe	New	EM
354-144	Life Insurance; Term Insurance	FCS	C. Hayhoe	New	EM
354-145	Life Insurance; Whole Life	FCS	C. Hayhoe	New	EM
354-146	Life Insurance; Universal Life	FCS	C. Hayhoe	New	EM
354-147	Life Insurance; Variable Life	FCS	C. Hayhoe	New	EM

<b>Pub No.</b>	<b>Title</b>	<b>Prog.</b>	<b>Author/ Contact</b>	<b>N/R/Rp</b>	<b>Type</b>
354-148	Life Insurance; Payout Options	FCS	C. Hayhoe	New	EM
354-149	Life Insurance; Life Insurance Needs	FCS	C. Hayhoe	New	EM
354-142	Life Insurance: The Impact of Ownership	FCS	C. Hayhoe	Reprint	EM
348-680	Guess Who Breastfed?	FCS	R. Cox	Reprint	EM
360-097	Smart Choices Nutrition Education Program: An Introduction	FCS	R. Cox	Min Rev	EM
360-004	Healthy Weights for Healthy Kids Recruitment Brochure	FCS	R. Cox	Maj Rev	EM
348-037	Jump Rope Rhymes	FCS	R. Cox	Reprint	EM
348-674	Easing the Discomforts of Pregnancy	FCS	R. Cox	Min Rev	EM
360-091	Volunteer Recognition Form	FCS	R. Cox	Reprint	EM
360-025	EFNEP/SCNEP Recruitment Contact Log	FCS	R. Cox	Min Rev	EM
348-310	Smart Choices for Young Families Newsletter-October	FCS	R. Cox	New	EM
348-678	Feeding Infants and Children	FCS	R. Cox	Min Rev	EM
NP0578	MyPyramid Graphics	FCS	R. Cox	New	EM
348-681	Helpful Hints for Bottle Feeding	FCS	R. Cox	Min Rev	EM
348-145	Walk for Health	FCS	R. Cox	New	EM
NP0583	Exhibit for EFNEP Programs	FCS	M. McFerren	New	EM
NP0584	Exhibit for SCNEP Programs	FCS	M. McFerren	New	EM
348-311	Smart Choices for Young Families Newsletter – Nov.	FCS	R. Cox	New	EM
348-312	Smart Choices Newsletter – Dec.	FCS	R. Cox	New	EM
NP0598	Visual Identity for SCNEP Program	FCS	R. Cox	New	EM
NP0563	Finding Your Way to a Healthier You --Alabama Version	FCS	R. Cox	New	EM
NP0599	Visual Identity for the Virginia SNAP Program	FCS	R. Cox	New	EM
348-301	Smart Choices Newsletter – Jan.	FCS	R. Cox	New	EM
348-722	55 Ways to Save at the Grocery Store	FCS	R. Cox	Maj Rev	EM
360-027	Welcome to the Virginia SCNEP	FCS	R. Cox	Min Rev	EM
348-312	Smart Choices Newsletter – Dec.	FCS	R. Cox	Reprint	EM
348-034	What Does a Healthy Plate Look Like?	FNH	R. Cox	Min Rev	EM
348-036	How do you see yourself?	FNH	R. Cox	Min Rev	EM
348-450	Choose Less	FNH	R. Cox	Min Rev	EM
348-461	Fun Food Snacks	FNH	R. Cox	Min Rev	EM
348-813	Think What You Drink	FNH	R. Cox	Min Rev	EM
348-828	Foods of the Pyramid	FNH	R. Cox	Min Rev	EM
348-893	What I Ate Yesterday	FNH	R. Cox	Min Rev	EM
NP0543	Be a Drink Detective Poster	FNH	E. Serrano	New	EM

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360-009	EFNEP/SCNEP Adult Group Attendance Log	FNH	R. Cox	New	EM
NP0547	EFNEP & SCNEP Programs Exhibit	FNH	M. McFerran	New	EM
NP0551	Artwork for Nametags for General Assembly	FNH	C. Stott	New	MP/VC E
348-260	HWHK Lesson Log	FNH	E. Serrano	New	EM
348-261	HWHK Lesson Log Instructions	FNH	E. Serrano	New	EM
348-262	What Do You Think?	FNH	E. Serrano	New	EM
348-263	What Do You Think? Instructions	FNH	E. Serrano	New	EM
900-202	McCormick Farm Brochure	VAES	M. Benson	New	MP/CA LS
490-904	New Extension Agent Training (NEAT) Program Manual	VCE	M. Lambur	Maj Rev	EM
NP0541	VCE Business Cards, January 2005	VCE	P. Vaught	New	MP/VC E
490-035	VCE 1st Class Postcards	VCE	P. Vaught	Reprint	MP/VC E
490-130	VCE Certificates	VCE	P. Vaught	Reprint	MP/VC E
NP0549	Artwork for VAEFCS Key Chain	VCE	D. Barnes	New	MP/VC E
490-147	VCE Organizational Chart	VCE	D. Bolling	Maj Rev	MP/VC E
490-152	Compliance Form: Attendance Log	VCE	C. Sutphin	Maj Rev	EM
490-153	Compliance Form: Learning Groups	VCE	C. Sutphin	Maj Rev	EM
490-154	Compliance Form: Special Funded Programs	VCE	C. Sutphin	Maj Rev	EM
490-155	Compliance Form: Mailing List Log	VCE	C. Sutphin	Maj Rev	EM
490-156	Compliance Form: Club Compliance Plans	VCE	C. Sutphin	Maj Rev	EM
490-157	Compliance Form: Record of Contact	VCE	C. Sutphin	Maj Rev	EM
490-112	VCE Template -- 3 Panel	VCE	P. Vaught	Reprint	MP/VC E
490-110	VCE Template -- Full Page	VCE	P. Vaught	Reprint	MP/VC E
490-853	VCE Contact Sheets	VCE	P. Vaught	Reprint	MP/VC E
NP0553	VCE Business Cards, March 2005	VCE	P. Vaught	New	MP/VC E
NP0556	Logo for VESA/VCE Conference Program	VCE	M. Lambur	New	MP/VC E
NP0558	Copies of Publications for Legislators	VCE	C. Stott	New	MP/VC E
NP0559	VCE Business Cards, May 05	VCE	P. Vaught	New	MP/VC E
NP0562	Futuring Conference Graphic	VCE	D. Bolling	New	MP/VC E
NP0565	Display Graphics for Hampton Unit	VCE	K. Lucas	New	MP/VC E

<b>Pub No.</b>	<b>Title</b>	<b>Prog.</b>	<b>Author/ Contact</b>	<b>N/R/Rp</b>	<b>Type</b>
NP0546	VCE Business Cards, February 2005	VCE	P. Vaught	New	MP/VC E
NP0574	VCE Business Cards, July 2005	VCE	P. Vaught	New	MP/VC E
490-045	VCE Letterhead	VCE	P. Vaught	Min Rev	MP/VC E
490-904	New Extension Agent Training (NEAT) Program Manual	VCE	M. Lambur	Min Rev	EM
490-100	VCE Map	VCE	L. Burcham	Min Rev	MP/VC E
NP0585	VCE Business Cards, August 2005	VCE	P. Vaught	New	MP/VC E
NP0589	Artwork for Master Gardener Intern Nametag	VCE	P. Vaught	New	MP/VC E
490-147	VCE Organization Chart	VCE	M. Breen	Min Rev	MP/VC E
NP0591	VCE Business Cards, Sept. 05	VCE	P. Vaught	New	MP/VC E
NP0594	Graphics for VCE Generic Exhibit	VCE	L. Burcham	New	MP/VC E
NP0604	VCE Business Cards, November 2005	VCE	P. Vaught	New	MP/VC E
NP0607	Visual Identity for VCE	VCE	L. Burcham	New	MP/VC E
NP0592	Virginia Ag Mediation Program Brochure	VSU	W. Johnson	New	MP/VC E