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Agricultural Communication Services Annual Report for 2006

INTRODUCTION

Agricultural Communication Services (AGCS) provides public relations, communication and publications support for the Arkansas Agricultural Experiment Station (AAES) as a unit of the University of Arkansas System's Division of Agriculture and for the Dale Bumpers College of Agricultural, Food and Life Sciences. Two staff members also have specific duties of providing communication support for the Food Safety Consortium and the Center of Excellence for Poultry Science. AGCS also supports the communications teaching program of the Department of Agricultural and Extension Education.

Primary responsibilities include promoting the AAES, the Division of Agriculture and the Bumpers College through the news media and by communicating with target audiences, publishing reports on significant research results by AAES faculty and promoting internal communication within the organization and among its partners.

Target audiences include stakeholders in the Division of Agriculture and Bumpers College. We work closely with administrators, faculty and staff members with responsibilities for alumni relations, development and student recruitment and retention.

We produce popular magazines, research publications, newsletters, press releases, brochures, photos and other communication materials and services, including design and management of web sites for the AAES, the college, departments and other units.

Marketing and Brand Identity. The AGCS staff provides leadership for developing and implementing marketing and brand identity strategies for the AAES as part of the Division and for Bumpers College.

A major element of the brand identity strategy for the AAES is to identify it as part of the "University of Arkansas System's statewide Division of Agriculture." This is essential to assure that the Division is acknowledged as the primary source of research programs and results and other relevant activities.

Other AAES and Division of Agriculture marketing and branding themes include the following:

- **Diverse Research** — Increase awareness of the diversity of research in areas such as the environment, food safety and quality, human nutrition and health, and forestry, as well as plant and animal agriculture.
- **Economic Impact** — Promote the economic impact of the Division of Agriculture and our stakeholders in many sectors of the Arkansas economy.
- **The Division Family** — Promote with both internal and external audiences the linkage of research and extension programs within the Division family, including the importance of all units, including Branch Stations, Research and Extension Centers, and other centers and units in addition to the departments based on university campuses.
- **Partnerships** — Promote partnerships with stakeholder organizations, industry and state and federal agencies. Increase awareness that the linkage of Division research faculty and programs with national and international scientific organizations and agencies allows us to leverage expertise and resources to accomplish more than would otherwise be possible.

The brand identity strategy for Bumpers College is focused on student recruitment and retention. Research and experience suggest three major branding themes for the college, which we persistently touch on in recruiting material and other communications about the college:

- **Focus on Majors** — Increase awareness among target audiences of each of the 14 majors offered by Bumpers College.
- **Family-Like Atmosphere** — Communicate to prospective students and their families that the College provides a caring, family-like atmosphere and that faculty members in each major are committed to helping students succeed.
- **Great Education Value** — Communicate that a degree from the U of A in each of our majors is an excellent education value and will open doors for the graduate for entry and advancement in his or her chosen career field.

Economic Impact of Agriculture. We produced a four-color publication titled, "Economic Impact of Arkansas Agriculture," using highlights from a Research Report titled, "Impact of the Agricultural Sector on the Arkansas Economy." The publication was designed for legislators and other state and community leaders and was distributed to them and others by direct mail and as handouts for stakeholders. The purpose was to increase awareness of the economic importance of agriculture in the state and the need for a strong Division of Agriculture to provide research and extension support for this vital sector of the state's economy.

Web Site Redesign. We organized a “Web team” led by Priya Kulkarni, who works fulltime on Web projects. The team includes Dave Edmark, who has served as AAES and College Webmaster in addition to other duties; graphic designer Judy Howard, who now provides Web design services to the departments and units; and myself to provide oversight and coordination. We made design and content changes in the AAES Web site to be consistent with the Division Web presence, which includes sites for the Division, CES and AAES. We completely redesigned the College Web site, and Priya converted it to the RedDot content management system format. RedDot allows content providers for each Web page to update or change content using a simple editor that is similar to a word processor. We identified content managers for each page on the Web site and developed a training protocol to teach them how to use the RedDot editor. We organized a “College Webmaster’s Group” of people who work on Web sites for departments and other units, which meets periodically. We provided templates for redesign of department Web sites so that all College departments now have a consistent look and navigation features. Our Web team has established a good working relationship with CES webmaster Donna Rinke, UA-F webmaster Chris Nixon and others involved in managing the Division and UA campus Web presence.

Vision eXtra and Student News. We initiated “Vision eXtra” as a weekly e-mail newsletter for faculty, emeritus faculty and staff, and “Student News” as a separate weekly e-mail newsletter for graduate students and undergraduate students rather than sending them the “Vision eXtra.” These allow more timely dissemination of information than the bi-monthly “Vision” newsletter, and it is a more orderly and convenient method than distribution of random e-mail announcements.

Internal Communication. Newsletters were produced for internal communication within the College and Experiment Station and to help keep alumni and other stakeholders informed and involved. Other internal communication projects included annual reports, personnel directories, flyers, programs and assisting with College and AAES events.

- The bi-monthly *Vision* newsletter and weekly *Vision eXtra* and *Student News* are distributed by e-mail to faculty, staff and students. *Vision* is also distributed by the Arkansas Alumni Association to College alumni who have provided e-mail addresses for the AAA Online Community.
- *Partners* newsletter was published quarterly for alumni, faculty, staff, students and friends of the Poultry Science Department and Center of Excellence for Poultry Science.
- The *Food Safety Consortium Newsletter* was published quarterly for research and extension faculty in the three-state consortium and for stakeholders with an interest in food safety issues.
- Annual reports, personnel directories, brochures, news releases and other communication material and services were produced for the Division of Agriculture, the Food Safety Consortium, the Center of Excellence for Poultry Science and various units of the AAES and Bumpers College.

- AGCS provided support for a variety of events in 2006, including Honors Convocation, the Scholarship Luncheon, Commencement, the FFA Career Development event, the 4-H O-Rama and the Gamma Sigma Delta Student Research Presentation Competition.

Annual Reports. AGCS assisted the CES communications unit in production of the Division of Agriculture Annual Report. Text and photos of research and extension highlights from faculty impact statements were provided by both AAES and CES staff members. AGCS compiled information for use in the Bumpers College annual report.

Other annual reports were produced for The Center of Excellence for Poultry Science and The Food Safety Consortium.

Web Sites. The AGCS staff provides webmaster services for the units of the AAES and Bumpers College. The AGCS staff also maintains Web sites for the Center of Excellence for Poultry Science and the Food Safety Consortium.

Station Publications. AGCS managed publication of 12 AAES publications in 2006, including two Research Reports and 10 Research Series (Table 1). The managing editor for AAES publications edited manuscripts submitted by faculty authors, designed and formatted them as electronic desktop publishing files, and managed the printing and distribution of the publications. She provided the publication files for posting on the AAES website and for archiving the electronic files on compact disc. She also served as managing editor of the *Discovery* undergraduate student journal published by the College. The average number of copies distributed per publication is 127. The staff also processed some 237 requests for publications (Table 2). We maintain file copies of AAES publications since 1888, and those published since 1996 are available on the AAES website as PDF files.

Discovery Student Journal. Volume 7 of *Discovery*, the undergraduate student journal of the College, was published in the fall of 2006. It includes articles by students about their scholarly research and creative projects conducted with the assistance of faculty mentors. The managing editor for AAES publications also serves as the *Discovery* managing editor.

Arkansas Land and Life. Two issues of the *Arkansas Land and Life* magazine (AL&L) were printed in 2006. AL&L is designed to appeal to urban and rural audiences who may or may not be directly involved in agriculture. The editorial philosophy is one of enlightened self-interest, with the focus of most articles on the people we serve rather than descriptions of our programs and activities. Another principle is to highlight our research, extension and teaching missions. The strategic objectives are to improve the public perception of agriculture; to increase public support for the Division, the AAES and the CES; and to help recruit students. Approximately 11,945 copies of each issue were distributed. The mailing list includes community leaders at the state level and in every county, members of the College Alumni Society, schools, libraries and the media. AGCS works with the Cooperative Extension Service (CES) communication staff to produce AL&L.

The Graduate. Two issues of *The Graduate* alumni magazine were published in 2006. This is a joint project with Alumni Society Director Ashley Harris and development director Kellie Knight. The strategic objectives are to improve communication by the college with its alumni and friends, to encourage alumni support and to help recruit students from alumni families.

Impact Statements. We collected and published Faculty Impact Statements as a database of research, teaching and extension accomplishments.

Media Liaison. We distributed 73 press releases, most with photos, by e-mail, fax and mail to newspapers and other media in Arkansas and other states. Reporters, editors and broadcast news directors were encouraged by personal contact to cover activities and report on faculty accomplishments. Direct interaction among faculty and administrators with reporters is encouraged with AGCS personnel providing assistance as needed.

Unit and Faculty Services. AGCS provided a variety of services to assist units and faculty members with projects involving Web site design and management, photography, writing, editing, graphic design, printing, duplication, event planning and coordination, and mailing.

Two AGCS staff members conducted comprehensive communication, publication and public relations programs for the Center of Excellence for Poultry Science and the USDA Food Safety Consortium, respectively, with support from the entire staff. These two staff members also made major contributions to the communications and public relations programs of the AAES, the Division of Agriculture and Bumpers College.

Classified Staff. The classified support staff assisted the non-classified staff in all activities. The staff maintains databases of approximately 5,835 addresses for companies, agencies, libraries, publication editors and other internal and external stakeholders. The vital services they provide include, but are not limited to: keeping financial, personnel and other records; purchasing; interoffice and interpersonal communication; vendor and client relations, work-flow and inventory management; office machine operation and maintenance; policy research and interpretation; gathering information and compiling reports; desktop publishing, word processing and proofreading; filing; maintaining mailing lists and other databases; mailing and filling orders for publications; maintaining publication records and inventory; and distributing news releases and other materials electronically and by mail.

Awards. Several AGCS staff members received awards in 2006, most of which involved a team effort.

We received two Gold Awards (first place), two Silver Awards and one Bronze Award in the 2006 Critique and Awards Program of the Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences (ACE):

- Gold: Bumpers College Centennial Logo by Judy Howard, in the Graphic Design-Logos category; and Value Added - Economic Impact of Agriculture in the Arkansas Economy by Howell Medders, Judy Howard and Fred Miller, in the Publishing-Direct Mail category.
- Silver: Poultry Science Centennial Display by Karen Eskew, in the Graphic Design Exhibits category; and Bumpers College Recruiting Video by Howell Medders, Diana Bisbee, Aaron Bartlett, Amalie Holland, Script Writing for Visual Media.
- Bronze: A World of Difference (photo from CD insert and cover of The Graduate by Fred Miller, Photo Illustration.

We received eight awards at the National Agricultural Alumni and Development Association (NAADA) annual meeting in June:

- Two first place: “Partners” Poultry Science newsletter by Karen Eskew, and “Arkansas Land and Life” magazine by Howell Medders, Judy Howard and Fred Miller in AGCS and Bob Reynolds, Julie Thompson, Lamar James, Elizabeth Fortune and Jennifer Vickery in CES Communications.
- Four second place: “The Graduate” alumni magazine by Howell Medders, Judy Howard and Fred Miller; Centennial Gala publications by Judy Howard and Karen Eskew; Division of Agriculture Annual Report by the AGCS and CES Communications staff; Division of Agriculture Research poster/brochure by Judy Howard and Howell Medders.
- Two third place: Poultry Science Annual Report and event brochure for Center of Excellence in Poultry Science, both by Karen Eskew.

Table 1. Number of AAES publications by department or research location, January to December 2006.

	Research Report	Research Series	Total
Agri. Econ. & Agribusiness	1	0	1
Agri. Experiment Station	0	1	1
Animal Science	0	1	1
Crop, Soil, & Environ. Sci.	0	8	8
Southwest Research and Extension Center	1	0	1
Totals	2	10	12

Table 2. Requests for AAES publications, January to December 2006.

Month	Arkansas	Other States	Foreign Countries	Walk In	Total Requests
January	1	41	0	6	48
February	12	17	0	0	29
March	13	8	0	17	38
April	0	2	0	6	8
May	0	2	0	2	4
June	1	2	0	54	57
July	0	3	0	3	6
August	0	0	0	12	12
September	0	6	0	5	11
October	0	6	0	8	14
November	0	1	1	1	3
December	3	0	1	3	7
Totals	30	88	2	117	237

Articles published in *Arkansas Land and Life*, 2006.

Vol. 11:1 Spring/Summer

Title	Author(s)
Delta Schools Have H.O.P.E in Fight Against Obesity	Elizabeth Fortune
The Urban/Wildland Interface	Howell Medders
Environmental Task Force	Fred Miller
Ecological Stress	Mark Cochran
Economic Strategies for Cash-Strapped Counties	Lamar James
Not Your Mother's Home Ec	Howell Medders
Farming for the Love of it	Lamar James

Endnotes: From Garden to Table...Bird Brains More Advanced Than Name Implies...Positively Arkansas Features Division Specialists...Women in Agriculture Conference.

Vol. 11:2 Fall/Winter

Title	Author(s)
Women in Agriculture	Fred Miller
Brr...It's Cold Outside!	Elizabeth Fortune
Turfgrass: The Greener Side of the Fence	Fred Miller
Consumers Driving Fast Train of Change in Beef Industry	Howell Medders
A Growing Problem for Arkansas Agriculture	Lamar James
Breaking the Boundaries	Elizabeth Fortune

Endnotes: Energy Seen as Future Crop...Biotechnology is the Future, UA Scientists Believe... Watershed Research and Education Center...Highest 4-H Award Goes to Benton County Teen.

AEES publications published from January to December, 2006.

<u>NO.</u>	<u>TITLE</u>	<u>AUTHOR(S)</u>
Research Report		
979	A Documentary History of the Southwest Research and	SWERC
980	The Changing Structure of Arkansas' Economy: A Shift-Share Analysis	B. Das D.V. Rainey
Research Series		
537	Wayne E. Sabbe Arkansas Soil Fertility Studies 2005	N.A. Slaton (ed.)
538	Arkansas Cotton Variety Tests 2005	F.M. Bourland B.S. Brown J.M. Hornbeck K. Kaufman W.C. Robertson
539	Faculty Impact Statements 2005	H. Medders (ed.)
540	B.R. Wells Rice Research Studies 2005	R.J. Norman (ed.) J.-F. Meullenet (ed.) K.A.K. Moldenhauer (ed.)
541	Field Evaluation of Herbicides on Rice 2005	D.T. Ellis R.E. Talbert M.R. McClelland
542	Arkansas Small-Grain Cultivar Performance Tests 2005-2006	J.T. Kelly C.E. Parsons R.K. Bacon M.J. Emerson
543	Summaries of Arkansas Cotton Research 2005	D.M. Oosterhuis (ed.)
544	Arkansas Corn and Grain Sorghum Performance Tests 2006	D.G. Dombek R.D. Bond I.L. Eldridge

AEES publications (continued)

<u>NO.</u>	<u>TITLE</u>	<u>AUTHOR(S)</u>
	Research Series (continued)	
545	Arkansas Animal Science Department Report 2006	Z.B. Johnson (ed.) D.W. Kellogg (ed.)
546	Arkansas Soybean Performance Tests 2006	D.G. Dombek R.D. Bond L. Coffee I.L. Eldridge

**AAES manuscripts under editorial review and
revision or printing process, January to December, 2006.**

<u>Manuscript</u>	<u>Under Review and Revision</u>	<u>In Printing Process</u>
1. Impact of the Agricultural Sector on the Arkansas Economy in 2003 Research Report 981	X	

Printing costs of Station Publications, January to December, 2006.

<u>PUBLICATION</u>	<u>TITLE</u>	<u>PRINTER</u>	<u>QTY.</u>	<u>AMOUNT</u>
Research Report 979	A Documentary History of the Southwest Research and Extension Center	Southern Graphic Ser.	300	\$ 847.78
Research Report 980	The Changing Structure of Arkansas' CDs	Media Ser.	80	370.00
Research Series 537	Wayne E. Sabbe Arkansas Soil Fertility Studies 2005	Southern Graphic Ser.	500	2,655.87
Research Series 538	Arkansas Cotton Variety Test 2005	Southern Graphic Ser.	300	1,004.01
Research Series 539	Faculty Impact Statements 2005	Printing Services	330	1,186.63
Research Series 540	B.R. Wells Rice Research Studies 2005 CDs	McNaughton & Gunn Media Ser.	634 300	3,445.00 670.00
Research Series 541	Field Evaluation of Herbicides on Rice 2005	Internet Only	0	0.00
Research Series 542	Arkansas Small-Grain Cultivar Performance Tests 2005-2006	Southern Graphics	700	1,825.57
Research Series 543	Summaries of Arkansas Cotton Research 2005 CDs	McNaughton & Gunn Media Ser.	400 500	2,599.65 700.00
Research Series 544	Arkansas Corn and Grain Sorghum Performance Tests 2006	Southern Graphics	800	2,150.04
Research Series 545	Arkansas Animal Science Department Report 2006	Thomson Shore	726	4,722.67
Research Series 546	Arkansas Soybean Performance Tests 2006	Southern Graphic Ser.	800	4,597.24

Cost of Newsletters and Magazines, January to December, 2006

Pre-Production, Printing and Postage cost of Arkansas Land and Life

<u>ISSUE</u>	<u>QUANTITY</u>	<u>PRINTING</u>	<u>POSTAGE</u>	<u>COST</u>
Vol. 11, No. 1, Spring/Summer	12,548	\$7,878.93	\$2,015.66	\$9,894.59
Vol. 11, No. 2, Fall/Winter	12,187	6,919.91	2,524.63	9,444.54
Total		\$14,798.84	\$4,540.29	\$19,339.13

Printing cost of Partners

<u>ISSUE</u>	<u>QUANTITY</u>	<u>COST</u>
Vol. 14, No. 1	1,200	\$1,591.80
Vol. 14, No. 2	1,200	1,591.80
Vol. 14, No. 3	1,400	1,653.34
Total		\$4,836.94

Printing cost of Discovery (The Student Journal)

<u>ISSUE</u>	<u>QUANTITY</u>	<u>COST</u>
Vol. 7, Fall	1,700	\$3,848.39
Total		\$3,848.39

Printing and Postage cost of The Graduate

<u>ISSUE</u>	<u>QUANTITY</u>	<u>PRINTING</u>	<u>POSTAGE</u>	<u>COST</u>
Vol. 19, No. 1, Spring/Summer	9,599	\$7,784.88	\$2,624.59	\$10,409.47
Vol. 19 No. 2, Fall/Winter	9,726	5,337.55	1,720.40	7,057.95
Total		\$13,122.43	\$4,344.99	\$17,467.42

Cost of Newsletters and Magazines (continued)

Printing cost of The Food Safety Consortium Newsletter

<u>ISSUE</u>	<u>QUANTITY</u>	<u>COST</u>
Vol. 16, No. 1, Winter	850	\$697.53
Vol. 16, No. 2, Spring	850	697.53
Vol. 16, No. 3, Summer	850	697.53
Vol. 16, No. 4, Fall	850	697.53
Total		\$2,790.12

Titles and release dates of news releases, January to December, 2006.

<u>NO.</u>	<u>TITLE</u>	<u>DATE</u>
96 Hometown Releases in 2006		
1.	Country Woman Magazine Features U of A Spinach Breeding Program	Jan. 10
2.	Infrared Heat Eliminates Pests from Stored Rice	Jan. 19
3.	Food Packaging, Processing Expert Joins UA Faculty	Jan. 24
4.	Legislature Recognizes UA Fruit Breeding Program	Jan. 27
5.	U of A Hosts Arkansas Women in Agriculture Conference	Feb. 1
6.	Poultry Science Students Win National Awards for Research (PS)	Feb. 3
7.	Robertson to Coordinate Apparel Studies Major	Feb. 3
8.	UA Poultry Science Department Receives Gift from Harold E. Ford Foundation (PS)	Feb. 6
9.	Bird Brains Shown More Advanced than Name Implies	Feb. 8
10.	Poultry Litter Offers Source of Nutrients for Soybeans	Feb. 15
11.	Good Bacteria Reduce Pathogens in Chickens	Feb. 22
12.	UA Scientists Brace for Asian Soybean Rust	March 1
13.	OFPA Convention Set for March 28-29	March 6
14.	300 Meet for 2 nd Arkansas Women in Agriculture Conference	March 14
15.	Students Develop New Food Products for Competition	March 30
16.	OFPA Presents Scholarships to Food Science Students	March 30
17.	First Arkansas Secretary of Agriculture, New UA Center for Food Safety Head Address 100 th Annual Convention	March 31
18.	It Began as a Missouri-Based Canners' Group. Now it's a Multistate Association Based at the UA Campus	March 31
19.	University and Industry Experts Will Focus on Production and Marketing Issues for Arkansas Beef Cattle Producers During Field Day at Batesville Station	April 6
20.	Research Suggests Herb Used in Beer Might be Substitute for Growth-Promoting Antibiotics in Broiler Diets (PS)	April 6
21.	Soil Testing Essential to Cost-Effective Fertilizer Use on the Farm and in Home Gardens	April 10
22.	Animal Science Honors Distinguished Graduates, Friend of the Department	April 10
23.	Bumpers College and the Division of Agriculture Honor Students, Faculty and Staff at Awards Convocation in the Arkansas Union Theater Thursday at 1:00 p.m.	April 10
24.	GroGreen Members Practice and Promote Sustainable Agriculture and Healthy Living	April 10

Titles and release dates of news releases (continued)

<u>NO.</u>	<u>TITLE</u>	<u>DATE</u>
25.	Crop, Soil and Environmental Sciences Presents Awards to Outstanding Graduate and Friends of the Department	May 2
26.	Zooming in on the Campylobacter That Would Resist Antibiotics	May 5
27.	KSU, EcoQuest Team to Advance Ionization for Food Safety (FSC)	May 5
28.	Turkey Trips Don't Aggravate Contamination (FSC)	May 5
29.	Research Team Seeks to Quantify an Antibiotic Known as Ciprofloxacin	May 5
30.	UA's Bumpers College to Honor Riceland Vice President for Research Don McCaskill	May 9
31.	U of A Scientist Honored for Work in Agricultural Research	May 23
32.	U of A Turfgrass Program Helps Make Sure Economy is Always Greener on Arkansas' Side of the Fence	May 30
33.	Horse Lover's Day Camp	May 30
34.	U of A Scientists Develop Phosphorus Index to Help Resolve Dispute Over Water Quality	June 15
35.	Arkansas Fruit Breeding Program Yields Leaders, Contenders for National Markets	June 28
36.	UA Student Teams Earn Top Honors in National Design Contest	June 29
37.	Delta Classic Scholarship Golf Tournament to be Held in Helena on July 21	July 13
38.	UA Field Days at Rohwer and Stuttgart	July 24
39.	Focus on Biofuels and Biomass	July 26
40.	Delta Classic Raises UA Scholarship Funds	July 28
41.	Biodiesel Byproduct Fuels Growth in Broilers	Aug. 2
42.	Huff Elected Fellow of Poultry Science Association (PS)	Aug. 4
43.	Genetics Key to Rice Yield, Quality and Risk Potential	Aug. 11
44.	Tours Exhibit Research in Cotton, Corn, Soybeans, Other Crops	Aug. 16
45.	Cotton Research Among Programs Highlighted at Field Day; Soybean Update Reports no Rust Found in Arkansas	Aug. 29
46.	Experts Say Arkansas Could be Biofuels Production Center	Aug. 30
47.	New Center, Scientist Will Expand Water Quality Research Efforts	Sept. 2
48.	UA Center for Food Safety Ready to Fight the Enemy	Sept. 6
49.	UA Center for Food Safety Ready to Fight the Enemy (FSC)	Sept. 6
50.	BSE-Induced Beef Trade Ban Still Haunts U.S. Market (FSC)	Sept. 6
51.	ISU Finds Low Salmonella Levels on Farms (FSC)	Sept. 6
52.	U of A Division of Agriculture Breeding Program Releases 23 Cotton Germplasm Lines in 3 Years	Sept. 18
53.	Food Safety Consortium Symposium Set for Oct. 1-3	Sept. 20

Titles and release dates of news releases (continued)

<u>NO.</u>	<u>TITLE</u>	<u>DATE</u>
54.	Tests Reveal no Transgenics in UA Division of Agriculture Rice Seed	Sept. 21
55.	Field Day Highlights Forestry, Wildlife Programs	Oct. 3
56.	Researchers Explore Avenues to Safe Food Sources in U.S.	Oct. 4
57.	UA Poultry Science Department Raises Over \$20,000 for Scholarships With Golf Tournament (PS)	Oct. 5
58.	Royal Joins UA Division's Development Staff	Oct. 19
59.	Cochran Named Associate Vice President for Agriculture-Research	Oct. 24
60.	Monsanto Donates Soybean Seed to University of Arkansas	Oct. 31
61.	National Science Society Honors UA Rice Breeder	Nov. 9
62.	Food Safety Consortium Summarizes Year's Work (FSC)	Nov. 9
63.	UA Places Fourth in National Poultry Judging Contest (PS)	Nov. 14
64.	U of A Releases Three New Ornamental Plants for Home and Garden	Nov. 15
65.	Lactoferrin Deals Another Blow to Pathogen	Nov. 20
66.	ISU Takes Food Safety Web Site to New Levels (FSC)	Nov. 20
67.	Lactoferrin Deals Another Blow to Pathogen (FSC)	Nov. 20
68.	Alum Curbs Phosphorus in Poultry Litter, Provides Other Benefits	Nov. 22
69.	National Science Society Honors UA Rice Breeders	Nov. 27
70.	Foundation Makes Donation Towards UA Poultry Science Recruitment Efforts (PS)	Nov. 29
71.	UA Entomologist to Receive Society's IPM Award	Dec. 4
72.	SWREC Director Accepts Morehead State University Position	Dec. 4
73.	U of A Researchers Develop Trans Fat Oil with Health Benefits	Dec. 19

Food Safety Consortium News Releases distributed by national Newswise service January - December 2006

2/22/06 In the Processing Plant, Pathogens Learn to Survive the Stress

Pathogenic bacteria can develop resistance to food processing methods as they grow in a processing plant's environment, Iowa State University researchers say.

2/22/06 After BSE Found, Consumers Still Demand Beef - Cautiously

A Kansas State University survey finds that even after the first case of BSE was detected in the U.S., 77 percent of consumers said their beef consumption habits had not changed.

2/22/06 New UA Bacterial Culture Reduces Poultry Pathogens: Researcher Aims Higher

Some commercial poultry processors have begun using a bacterial culture developed at the University of Arkansas that can sharply reduce the levels of pathogenic *Salmonella* and *Campylobacter* in poultry.

5/5/06 Zooming in on the Campylobacter That Would Resist Antibiotics

A University of Arkansas research team is seeking to quantify *Campylobacter* and its emerging ability to resist an important antibiotic.

5/5/06 KSU, EcoQuest Team to Advance Ionization for Food Safety

Ozone was good, but a Kansas State University team has found that adding ionization appears to be better at getting rid of foodborne pathogens.

5/5/06 Turkey Trips Don't Aggravate Contamination

Turkeys aren't happy travelers on the trip from farm to slaughter, but an Iowa State University project shows that unlike hogs and broilers who make similar trips, the turkeys are not more contaminated with *Salmonella* after the journey.

9/6/06 BSE-Induced Beef Trade Ban Still Haunts U.S. Market

Even with the end of Japan's and South Korea's boycott of U.S. beef in 2004, projections by Kansas State University researchers indicate it will take a few more years for the beef industry to turn to pre-2004 market levels.

9/6/2006 UA Center for Food Safety Ready to Fight the Enemy

The newly activated Center for Food Safety at the University of Arkansas is taking an aggressive approach to its mission and the director knows his plan: prevent the problem before it arises.

9/6/06 ISU Finds Low Salmonella Levels on Farm

Hogs on small, traditional farms that don't use antibiotics have little or no *Salmonella*, an Iowa State University survey finds.

Food Safety Consortium News Releases (continued)

11/9/06 Food Safety Consortium Summarizes Year's Work

Multiple research projects across three cooperating universities are demonstrating progress that is enabling American producers, processors and consumers to maintain a safe food supply.

News clippings about the AAES and College, January to December, 2006¹.

News Source	Articles
<u>NEWSPAPERS²</u>	
<u>Southeast</u>	
DeWitt Era Enterprise (W)	13
Dumas Clarion (W)	3
Eagle Democrat (W)	1
Glenwood Herald (W)	3
Pine Bluff Commercial (D)	7
Stuttgart Daily Leader (D)	12
Total	39
<u>Southwest</u>	
DeQueen Bee (W)	1
DeQueen Daily Citizen (D)	1
Hope Star (D)	2
Lafayette County Press (W)	4
Mena Evening Star (D)	3
Montgomery County News (W)	4
Nashville News (W)	2
Smackover Journal (W)	1
Texarkana Gazette (D)	1
Waldron News (W)	2
White Hall Journal (W)	4
Total	25
<u>Central</u>	
The Daily Citizen (D)	3
DeValls Bluff Times (W)	2
England Democrat (W)	2
Grand Prairie Herald (W)	4
Log Cabin Democrat (D)	1
Lonoke Democrat (W)	4
North Pulaski Leader (W)	1
The Sentinel Record (W)	2
The Sheridan Headlight (W)	1
Sherwood Voice (W)	1

News clippings about the AAES and College (continued)

News Source	Articles
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Central (continued)

Sun Times (W)	2
White County Record (W)	4
White River Journal (W)	6

Total	33
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Northeast

Courier-News (D)	1
The Daily World (D)	2
Evening Times (West Memphis) (D)	1
The Jonesboro Sun (D)	5
Malvern Daily Record (D)	1
The Modern News (W)	2
Newport Daily Independent (D)	1
Osceola Times (W)	3
The Ozark Journal (W)	1
Paragould Daily Press (D)	1
Pocahontas Star Herald (W)	1
Times Herald (D)	1
Tri-City Tribune (W)	1
White River Delta Dispatch (W)	6
Woodruff County Monitor (W)	2
Wynne Progress (W)	1

Total	30
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Northwest

Farmington Post (W)	6
Harrison Daily Times (D)	6
Herald Leader (W)	4
Johnson County Graphic (W)	1
Lincoln Leader (W)	9
Madison County Record (W)	4
Morning News of Northwest Arkansas (D)	12
Mountain Echo (W)	1

News clippings about the AAES and College (continued)

News Source	Articles
<u>Northwest</u> (continued)	
Mountaineer (W)	1
Newton County Times (W)	1
Northwest Arkansas Times (D)	37
Ozark Spectator (W)	3
Paris Express/Progress (W)	3
Prairie Grove Enterprise (W)	10
Rogers Hometown News (W)	1
Van Buren Press Argus-Courier (W)	1
The Weekly Vista (W)	1
White River Valley News (W)	3
Total	104
TOTAL	231
 <u>Magazines and Other News Sources</u>	
DailyIndia.com	1
Delta Farm Press	10
M&C Science and Nature	1
MidAmerica Farmer Grower	7
Netrition.com	1
Newswise	1
Ruarl Arkansas	2
Seed Quest	1
Soybean South	1
Total	25
GRAND TOTAL	256

¹Compiled by Communication Services and the Arkansas Press Association.

²(D) denotes daily newspaper and (W) denotes weekly newspaper.

