

The background of the entire page is a photograph of snowflake coral (Carijoa riisei) underwater. The coral has a delicate, branching structure with many small, white, star-shaped polyps. The water is clear, and the lighting is bright, highlighting the intricate details of the coral.

Annual Report

CGAPS & ISCs Public Information Officer
January 1 — December 31, 2005

Submitted to the U.S. Fish & Wildlife Service, Department of
Land and Natural Resources, Pacific Cooperative Studies Unit,
the Coordinators of the Invasive Species Committees and
Chairs of the Coordinating Group on Alien Pest Species

Cover: Snowflake coral (*Carijoa riisei*) at Port Allen, Kauai

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Introduction

The primary goal of the Statewide Invasive Species Public/Community Relations Coordinator (PIO) is to raise the awareness of the public, officials and special interest groups about invasive species issues in order to effect a change in perception, actions or funding for invasive species programs. The PIO also works to promote CGAPS and the ISCs as viable solutions that aid in the battle against invasive pests in an effort to build awareness and support for these initiatives. This year, aquatic invasive species topics have been integrated into outreach activities. In addition to accomplishing these goals, additional duties were also taken on by the PIO with the Hawaii Invasive Species Council Public Outreach Working Group, and with training the new Weed Risk Assessment Liaison.

Due to project deadlines in the summer and fall of 2005, a 6-month progress report was not generated. With the approval of the U.S. Fish and Wildlife Service, the current major funding agency, a single report is being submitted for the 2005 calendar year. It is anticipated that in 2006, two progress reports on PIO activity will be submitted. Reports are given to the CGAPS steering committee chairs, ISC coordinators, the Pacific Cooperative Studies Unit Principal Investigator, and major funding sources including the U.S. Fish and Wildlife Service and Department of Land and Natural Resources – Division of Forestry and Wildlife. Reports are also posted online at www.hear.org/cgaps.

CGAPS PIO Support

Funding for the PIO is through the U.S. Fish and Wildlife Service and the Department of Land and Natural Resources-Division of Forestry and Wildlife, and it is gratefully acknowledged. Similarly, in-kind support continues to be important in the work conducted by the CGAPS PIO, including (but not limited to) the following:

- UH College of Tropical Agriculture and Human Resources (CTAHR) Tropical Plants and Soil Sciences Chair Dr. Robert Paull continues to support the PIO by providing an office in St. John Plant Science Laboratory, which is also shared by the Weed Risk Liaison. Office supplies including a FAX line, copying and other basic supplies are provided by the Pacific Cooperative Studies Unit (PCSU).
- Hawaii Department of Agriculture (HDOA) has graciously allowed CGAPS and ISC-related meetings to be held at their conference room. The use of this exceptional meeting space is appreciated.
- The rotating chair structure continues to be a great success, particularly in supervising and providing guidance for the PIO. Agencies and NGOs that allow their staff to assume the CGAPS chair position or steering committee position contribute immeasurable amounts.

Activities and Accomplishments Between January 1-December 31, 2005

1. Worked with reporters, journalists and other media personnel by providing information, press releases, articles and photos (Attachments 1-8). Served as a point of contact on invasive species issues, at times as the on-camera or on-air personality for shows like

Hemmings and Kim radio program on 1/28, Voice of America on 5/23 (see Photo 1), HPR on 6/22, the BBC on 7/19, KHON morning news 7/27. Featured discussing invasive species issues in Agriculture Hawaii magazine cover story.

2. Silent Invasion Media Campaign: Progress continued in preparing for the campaign, which moved into the production phase in August.
 - Worked with KITV, PIOs from DOH, DLNR and HDOA, CGAPS participants and others to refine scripts and shot lists for five PSAs (see early draft and final drafts, Attachment 9).
 - Scouted and secured locations, and found on-camera and voiceover talent for all PSAs. Worked with KITV on prop lists and other preparations. Participated on-site in directing the filming all PSAs (see Photo 2). Participated in directing the audio voice-overs and music. Showed rough cuts to all funding agencies and general CGAPS participants in October-November for review and comments. Worked with KITV on addressing comments and recommendations from agencies. Final cuts viewed in early December and a premiere reception was held for funding agencies and supporters on Dec. 12 (Attachment 10).
 - Wrote the RFP for broadcast time for PSAs. Funding for broadcast time totals \$90K to air the PSAs between January 23-April 30. The Governor's Communications manager assisted with sending the final RFP to stations and provided invaluable advice on the best schedules. Worked with PCSU on the contracts for these services.
 - Secured an additional \$30K from the Hawaii Invasive Species Council for additional broadcast time late in FY2006. The RFP for the additional broadcast time will be sent next year.
3. Worked on gaining acceptance and support for a new statewide pest hotline and call-tracking database for the better part of 2005, with the contract between HDOA and Hawaiian Telcom signed in October.
 - Coordinated meetings to ensure proper services were selected and implemented. 643-PEST will be functioning by the week of December 5, 2005, more than a month before the commercials will air, enabling any necessary troubleshooting.
 - Assisted in setting up a Hawaiian Telcom survey of usage for the existing pest hotline number, which will aid in monitoring any increases in call volume, and in evaluating the need for keeping the number in addition to the new number.
4. Continued meeting with plant industry groups about the Weed Risk Assessment and *Don't Plant a Pest* brochure.
 - The Don't Plant a Pest brochure project has been mired in disagreement since last year. However, agreement on the list of 10 invasive ornamentals was reached in January with input from several of the most vocal plant industry participants. Agreement was reached by giving up some of the species that are considered too "widespread", such as strawberry guava, and adding species that industry agrees are invasive, such as miconia, gorse and ivy gourd. As these species are not currently available as ornamentals, the layout of the brochure will be altered so that these species are the examples of invasive horticultural plants gone awry.

- Worked with Dr. Rich Criley of CTAHR and several native plant specialists to compile a list of landscape-equivalent plants. These plants went through the WRA scoring process and were completed in June. Due to time constraints and progress in other areas, this project is on-hold for the time being.
5. Plant Industry Codes of Conduct
 - Attention and effort was turned from the brochure to promoting voluntary codes of conduct with plant industry groups, as some of the individuals and associations appeared receptive to our efforts. This change in focus coincides with a national study being conducted by Valerie Vartanian (The Nature Conservancy/Missouri Botanical Garden), to work with plant industry folks nationwide on implementing and testing the Voluntary Codes of Conduct.
 - Selected potential participants within the industry and set up initial meetings with Valerie to discuss the project (Photo 3). Met with Waimea Audubon Center staff to promote the Weed Risk Assessment and Code of Conduct for botanical gardens. Worked with the Oahu Nursery Growers Association (ONGA) on writing their Codes, which were ratified in October. These codes include the future use of the Weed Risk Assessment for screening any new plants they may bring in, and the discontinuation of several invasive ornamentals such as Australian tree fern and rubbervine (Attachment 11).
 6. Continued to participate in and support the HISC Public Outreach Working Group
 - Participated in HISC Public Outreach Working Group and related meetings.
 - Served as main point of contact during transition times for meeting preparation, recording minutes and disseminating information to working group members and tracking budget between January and June, when a new Chair was selected.
 - Worked with working group members to write the HISC Public Outreach RFP evaluation form. Served as a point of contact for applicants.
 - Worked with BIISC and KISC program managers to conduct interviews for the HISC public outreach staff positions for Big Island and Kauai.
 - Assisted in directing the HISC CGAPS outreach staff activities and products. Provided council for KISC outreach staff to ensure cohesive statewide direction.
 - Assisted in preparing and presenting written and PowerPoint report on the Public Outreach Working Group accomplishments to the HISC.
 7. Worked with CGAPS coordinator, marine outreach coordinator and HISC outreach specialist to plan and carry out projects. Provided advice and editorial services for publications (such as a coqui letter and flyer for Oahu nurseries, etc.) and assisted with media on their projects.
 8. Outreach Presentations and Community Fairs:
 - Prepared and gave presentations about general invasive species issues on 2/1 and 3/16 at Kamehameha Middle School, 2/5 to a Chaminade teacher certification class, 2/16 for elderhostel, 2/22 After Dark at the Park for HAVO, 8/12 Rotary Club of Pearlridge, 9/14 at Hauula Charter School, 9/20 for the Hawaii Bar Association environmental committee, 10/7 for the DoD Pesticide Certification class; 10/18 for the Oahu Nursery Growers Association, and 11/8 Windward Community College environmental science class.

- Prepared and gave special-topic presentations about the ISCs or specific issues; 4/28 to the HACCP trainers; 4/29 to nursery and landscape conference participants, 5/9 code of conduct for Waimea Audubon staff, and 9/7 to the Hawaii Farm Bureau Federation Environmental Committee.
 - Designed, set up and staffed an invasive species display on 4/13 at the Kokua Festival on Maui. Booth also set up and staffed at the festival on Oahu.
 - Assisted in aquatic invasive outreach by participating in and documenting several algae cleanup events and in school outreach field trips for King Intermediate and Hauula Charter School (Photos 4 and 5).
 - Assisted BIISC by designing a display and staffing their outreach booth at the Hawaii Farm Fair in Kona on 9/10-11 and the Hawaii County Fair on 9/17-18.
 - Assisted BIISC by functioning as their outreach staff at a series of community meetings held by Big Island legislators on 6/7, 6/27, 7/19, 8/2, 8/13, 8/31 and 9/19 (see Photo 6, Attachment 12).
9. Website Project: Attempted to coordinate content submission from the ISCs, HISC and CGAPS, with limited success. Project continuity was also hampered by a turn-over in staff or lack of outreach staff to carry out the submissions. The project will get back on track in January 2006.
 10. Participated in or attended conferences and workshops including the Hawaii Conservation Conference, the National Marine Educators Association conference, the Brown Treesnake Technical Committee conference, Weed Science Society of America conference, the National Weed Awareness Media Training, and the Coqui Frog Strategy meeting.
 11. Attended CGAPS, ISCs and steering committee meetings. Participated in KISC meetings on 4/21 and 10/13 and KISC fieldwork on 4/22. Participated in MISC meeting on 12/9 and in miconia fieldwork on 4/14. Participated in OISC meetings on 3/15 and 8/17 and in miconia fieldwork on 5/14, BIISC meetings on 7/15, 11/15; OISC meetings on 8/4, 9/29; MoMISC on 8/2, MISC on 8/27 and BIISC on 12/10 (see Photos 7, 8).
 12. Assisted the ISCs with media and outreach needs including press releases, providing photos, and other services. Assisted KISC and OISC with airing a coqui radio PSA for their HISC grant. Wrote copy, wrote and sent the RFP for stations, ensured contracts were signed and provided audio files for stations.

Photos



Photo 1: Interview with Voice of America journalist Roxanne Skirble at miconia infestation in Onomea.



Photo 2: KITV filming "Protect Hawaii's Reefs" PSA with volunteer talent Sterling Nakano and son Justin.



Photo 3: Valerie Vartanian of TNC with Bill Durston, member of Oahu Nursery Growers Association and owner of Leilani Nursery.



Photo 4: Alien algae cleanup diver prepares to collect clumps of gorilla ogo in waters off Waikiki.

Photos



Photo 5: AIS team member Kater Bourdon (in hat) teaches King Intermediate students about gorilla poo.



Photo 6: Representative Helene Hale opens the Pahoia community meeting about invasive species, focusing on coqui.



Photo 7: OISC crew and volunteers hunt for miconia above Kalihi Valley on monthly volunteer service trip.



Photo 8: KISC field crew leader Kekoa A`ana works on long thorn kiawe near Barking Sands.

List of Attachments

<u>Attachment</u>	<u>Description</u>
1	Article: <i>Beauty and the beast</i> . Agriculture Hawaii. Oct-December 2005, pgs 16-18.
2	Press Release/Media Alert: <i>Saturday clean-up event to protect reef from gorilla ogo</i> . 2/24/05. Resulted in television news stories.
3	Press Release: <i>Help Stop the Silent Invasion</i> . 3/29/05. Resulted in articles printed in the annual Sustainability issues of the Honolulu Weekly and Hawaii Island Journal.
4	Press Release/Media Alert: <i>Saturday alien algae clean-up: protect reef from gorilla ogo</i> . 4/1/05. Resulted in television news stories.
5	Press Release: <i>BTS technical committee to hold update</i> . 4/5/05. Resulted in television and print news stories.
6	Article: <i>Military found lax in snake program</i> . The Honolulu Advertiser. 4/7/05.
7	Press Release: <i>Alien algae clean-up: protect reef from gorilla ogo</i> . 6/13/05.
8	Press Release: <i>BIISC clarifies work plan</i> . 6/27/05. Resulted in stories in the Hawaii Tribune Herald and the West Hawaii Today.
9	Silent Invasion Media Campaign Scripts. Drafts from May 2005 and final versions.
10	Invitation created for the Silent Invasion Campaign premiere reception.
11	Voluntary Codes of Conduct for Nursery Professionals signed by Oahu Nursery Growers Association, with photo-ID list of invasive plants they agreed to discontinue.
12	Article: <i>Big Isle meetings target invasive species</i> . 7/18/05. Article announcing community meetings with legislators, CGAPS and BIISC participation.