

Annual Report

CGAPS Public Information Officer
January 1 — December 31, 2007



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

Annual Report for the CGAPS Public Information Officer for the 2007 Calendar Year

Submitted February 12, 2008

Introduction

The primary goal of the Statewide Invasive Species Public/Community Relations Coordinator (shortened to 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 report covers the major initiatives and activities of the CGAPS PIO during the 2007 calendar year. Reports are given to the CGAPS steering committee chairs, ISC program managers, 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.cgaps.org.

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. Office supplies including a FAX line, copy machine and other basic supplies were provided by the Pacific Cooperative Studies Unit (PCSU).
- Hawai'i 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 successful. The CGAPS steering committee and chairs provide guidance and supervision for the PIO. Agencies and NGOs that allow their staff to assume a CGAPS chair or steering committee position contribute immeasurable amounts.

Activities and Accomplishments January 1-December 31, 2007

The CGAPS media plan for 2006-2007 was approved by the steering committee in January 2006. A 2008-2009 plan will be submitted in the coming months. In accounting for time spent by project and target audience, 25% of my time was spent planning and implementing television, radio and print outreach projects, and working with the news media, 20% of my time was spent working with the green industry, 20% of time was spent working on HISC, ISC and AIST outreach staff issues and project collaborations, and the rest of my time was divided among ongoing projects such as direct outreach, public surveys, report writing and others.

1. Worked with reporters, journalists and other media personnel by providing information, press releases, articles and photos. Served as a point of contact on invasive species issues, at times as the on-camera or on-air personality. Collaborated with HISC Outreach Specialist Priscilla Billig to gain media attention for invasive species issues. (Attachments 1-18)

2. Partnered with Earthlink, Inc. and KITV 4 to film and broadcast five new public service announcements (PSAs). The PSAs ran on KITV from September—November, 2007. Earthlink and KITV 4 supported the cost to produce the new 30-second PSAs, create and post website ads on www.thehawaiiichannel.com (150,000 rotating ads), and purchased broadcast time on KITV 4, a package worth \$54,500.

- Drafted scripts and storyboards for five new PSAs, worked with KITV 4 to scout and plan filming locations, and coordinated filming with on-camera spokespersons. (Attachment 19)
- Worked with the HDOA PIO on drafting a list of the top 10 things people can do to help protect Hawai‘i from invasive species, for use on KITV 4’s website during the airing of the PSAs. (Attachment 20)



Photo: Opening graphics for the 2007 television PSAs.

3. Initiated a project to revise and reprint the Silent Invasion booklet. The 26-page booklet was first produced by CGAPS in 1997 and distributed to legislators, business and community leaders, school classes, and teachers using the Silent Invasion portion of the Ohia Project Curriculum at Moanalua Gardens.

- Met with curriculum development specialists at UH and Moanalua Gardens Foundation staff on aligning the Silent Invasion modules to the State Content and Performance Standards, an ongoing project partially funded with HISC Public Outreach funds in 2005.
- Outlined the storyboard for the revised booklet to mirror the style of the new PSAs, to show the “faces of invasive species—the people that are affected by invasive species” as challenged by Governor Lingle in her keynote address at the 2004 Hawai‘i Conservation Conference.
- Solicited funding and prepared an RFP for the layout and printing of up to 10,000 copies of the booklet.

4. Using HISC Public Outreach funds, CGAPS contracted local comedian Frank DeLima to write and sing a 30-second Pest Hotline jingle to help people remember the number, and it aired on radio stations statewide between January and May 2007. Worked with Lois Hamaguchi of the Governor’s Communication Office to solicit radio broadcast schedules. Listen to the MP3 here <http://www.hawaiiinvasivespecies.org/cgaps/public.html>.

5. Worked with the Hawai‘i Department of Health and U.S. Fish and Wildlife Service on public outreach with the goal of increasing awareness about, and reporting of dead birds to aid in the early detection of West Nile Virus and avian influenza. Prioritized audiences as follows: 1) outreach to outdoor and conservation workers or enthusiasts that have a greater chance of finding dead migratory birds; 2) outdoor workers that have a greater chance of finding dead birds; 3) general public.

- Planned outreach support materials and developed a logo and brand, and worked with a website developer to set up and populate an information website with online reporting capabilities (see www.gotdeadbird.org).
- Wrote text and worked with specialists to ensure accurate online materials and press releases, and set up an email address to receive copies of all online reports received and processed by Aloha United Way 211. Since setting up Google Analytics for the website in August, 2007, there have been 409 unique website visits and 63 online reports.
- Printed pens and distributed to more than 800 Hawai‘i Conservation Conference participants, 100 science teachers at the Hawai‘i Science Teacher Association meeting, and 30 participants of the Department of Defense Pesticide Applicator Certification Course. Pens will also be distributed to Hawai‘i Department of Transportation landscape maintenance crews, and Honolulu City and County grounds maintenance personnel.
- Wrote and submitted articles to target the first and second priority audiences. Articles appeared in the Sierra Club Hawai‘i Chapter journal Mālama I Ka Honua (Vol. 38, No. 3 July-Sept 2007 and Vol. 39, No. 4, Oct-Dec 2007), the Conservation Council for Hawai‘i newsletter Kōlea (Vol. 57, Spring/Summer 2007), the Honolulu Zoological Society magazine Zoo View (Vol. 38, No 3, Fall 2007), the Landscape Industry Council of Hawai‘i newspaper Hawai‘i Landscape (July/August 2007), and the Oct/Nov 2007 issue of Building Management of Hawai‘i magazine. (sample article Attachment 21)



Photo: Logo and website to encourage public reporting of dead birds

6. Coordinated work on a statewide public awareness survey conducted by Starr Seigle Q-Mark in February 2007. Drafted questions and analyzed the results for use in directing media projects and messages. (Attachment 22)
 7. Wrote and provided reports and copies of all state-funded radio and television PSAs to the Governor's Communication Office and state Legislators on media activities, spending and accomplishments for state FY 2007 (Attachment 23).
 8. Continued meeting with plant industry groups to promote the Code of Conduct project and the Hawai‘i-Pacific Weed Risk Assessment (HPWRA). The three major points of the Codes are for plant industry to, 1. Voluntarily submit names of plants not known to be present in Hawai‘i to be screened for invasive potential using the HPWRA; 2. Discontinue use and sale of several invasive ornamentals such as Australian tree fern and rubbervine, and 3. Identify and promote native or non-invasive ornamental plants for use in place of common invasive ornamentals. Individual Codes can be found on the LICH website, www.licHawaii.com/invasive_species.htm
- Worked with the plant industry associations on writing voluntary Codes of Conduct tailored to each industry association.
 - Codes of Conduct have been signed by the Oahu Nursery Growers Association, the Kaua‘i Landscape Industry Council (KLIC), Wal-Mart Garden Marts of Hawai‘i, Hawai‘i Island Landscape Association (HILA), Maui Association of Landscape Professionals (MALP), the National Tropical Botanical Gardens, the Lyon Arboretum, and Waimea Valley Audubon Center. The Codes have also been endorsed by the Landscape Industry Council of Hawai‘i

(LICH), the board of directors of the Big Island Association of Nurserymen (BIAN).

- CGAPS is working to support the ASLA Hawai'i Chapter's initiative to adopt their own set of Codes centered around their main activity of specifying plants. ASLA looked at the 168 plants that were predicted to be invasive when screened by the HPWRA, and agreed to stop specifying 134 of these plants. The remaining 34 are considered valuable species without non-invasive alternatives. Therefore, CGAPS is assisting ASLA to solicit planting guidelines that could help prevent the spread of some of these plants when used in landscape settings.
- Organized the Invasive Species session of the 2007 LICH Conference. Talks included updates on the Codes of Conduct, the ASLA project, an update on USDA APHIS rulemaking for Quarantine 37 (import rules), and updates on nettle caterpillar and coqui by HDOA and ants by Rachel Neville of OISC. The LICH board of directors has again asked me to organize the invasive species session of the 2008 LICH conference in May.
- Worked with the new HPWRA screener Chuck Chimera to promote and streamline screening services with a new email address and information pages (Attachment 24)

9. Continued to participate in the HISC Public Outreach Working Group (HISC POWG) and HISC Resources Working Group.

- Helped coordinate the Leeward Community College (LCC) invasive species video series, a HISC POWG grant project. Worked with Les Matsuura of the LCC Educational Media Center to plan and coordinate filming of four hour-long invasive species programs. Scheduled panelists for filming and functioned as the program host and moderator. Programs on brown treesnakes, West Nile Virus, invasive seaweeds, and miconia aired in 2007 on community access stations.
- Assisted in directing outreach staff activities and products to ensure cohesive statewide direction. Provided advice and editorial services for publications and assisted with media on their projects. Provided council to outreach staff.
- On behalf of the HISC POWG, worked with agencies and Hawai'i Superferry on public outreach materials and sign verbage about resource conservation and preventing the movement of invasive species.



Photo: Miconia panel for LCC invasive species video series

10. Special outreach and media projects

- Continued working with Spunge Media on a new 643-PEST campaign experiment on ways to reach 18-34 year old local population (males being primary targets, females secondary targets) with the Report a Pest message, combined with messages to turn in illegal species. Campaign used a newly designed website that features video messages about six invasive species, and a "street team" of two young women to deliver advertising post cards and stickers at local events that attract our target audience. The site is also advertised via profiles on MySpace. Planning, preparation and writing of materials for the website took place in fall of 2006, and the website went live at the end of December 2006. Results of this experiment were presented to the international conference on Managing Vertebrates, and the proceedings are in press.

- Rotary Club of Honolulu Environmental Committee Chair. I was asked to chair the Rotary Club of Honolulu's Environmental Committee for a second year, FY2008. We are working on using Rotary connections work on invasive species and conservation projects.

11. Assisted the ISCs and aquatic invasive species staff with media and outreach needs including press releases, providing photos, and other services such as meeting with public officials and funding sources.

- Completed project to coordinate a new website for the ISCs, CGAPS and HISC. Worked with Info Grafik, outreach staff and the staff of Pacific Basin Information Node (PBIN) and the Hawaiian Ecosystems At Risk (HEAR) to get the new site up and running at www.hawaiiinvasivespecies.org.
- Attended CGAPS, ISCs and steering committee meetings. Participated in ISC meetings on 1/22-1/23, 4/11, 6/13 with BIISC and 3/29 with OISC. Assisted OISC in interviews for the public outreach position. Worked with the OISC crew and HDOA on nettle caterpillars on 6/8. Worked with KISC at the Kaua'i County Fair booth on 8/23 and 8/24. Worked with the BIISC crew on the Kona miconia population on 6/21, distributed Miconia Pest Alert flyers in West Hawai'i on 6/22.
- Assisted in aquatic invasive outreach by providing outreach materials and displays for neighbor island outreach staff and by assisting with media events including the unveiling of the Super Sucker Jr.
- Assisted BIISC by designing new posters for the County Fair



Photo: KISC booth at the Kaua'i County Fair



Photo: A few of the new BIISC display posters for community outreach

12. Outreach presentations, community events and conference participation:

- Attended the Weed Science Society Conference in San Antonio to discuss national Codes of Conduct program 2/5-2/8
- Presented a talk at Halau Ku Mana charter school on 2/13
- Attended and presented a talk at the Hawai'i Entomology Society meeting on 2/21
- Presented a general invasive species talk for the Wahiawa Rainbow Seniors on 3/12
- Attended and presented a talk at the Brown Treesnake Working Group Meeting 4/17-19

- Attended, presented a talk, and set up a display at the LICH Conference 5/16-17
- Led an invasive species hike at Hoomaluhia for Windward Ahupuaa Alliance on 6/23
- Set up and staffed display at Hanauma Bay on 6/23
- Attended the Hawai‘i Conservation Conference on 7/25-27
- Set up and staffed display at the International Society of Arborists community fair on 7/28
- Attended, presented a talk at the Managing Invasive Vertebrate Species conference in Ft. Collins 8/7-8/9
- Helped staff the KISC booth at the Kaua‘i County Fair on 8/23 and 8/24
- Presented an update to the Western Regional Aquatic Nuisance Species Task Force on 9/12
- Set up and staffed a display at the Maui County Fair 9/27-9/30
- Presented a talk to the Department of Defense pesticide certification class participants 10/5
- Update given at the Conservation Council of Hawai‘i annual meeting on 10/6
- Presented a talk to shipping representatives at the Waterfront Safety Working Group meeting on 10/11
- Attended and set up a display at the Hawai‘i Farm Bureau Federation meeting 10/18-10/19
- Set up and staffed a display at the Hawai‘i Science Teacher Association conference 10/20
- Presented a talk to Young Brothers stevedores and staff on 10/26
- Presented a talk to the Makakilo Civic Club on 11/5
- Presented a talk for the Botany 350 class at UH on 11/13
- Presented a talk for the Environmental Studies class at HPU on 11/26
- Presented a talk for the Honors Biology class at UH on 11/29



Photo: CGAPS booth at International Society of Arborists community fair at UH Manoa

13. Participated in boards and working groups. Continued participation in the Pesticide Safety Working Group as the ISCs/HISC representative, to keep the group abreast of ISC needs and legislative initiatives. Participated on the board of the Hawai‘i Society of Urban Forestry Professionals; helped HSUFP with the goals of promoting and protecting the urban forest, while working toward educating participants about selecting non-invasive species. Worked with the USDA National Wildlife Research Center and USFWS staff on refining the potential costs of brown treesnakes to tourism in Hawai‘i.

14. Attended an InDesign graphics program training course on November 9-10. This report was laid out in InDesign.

List of Attachments

<u>Attachment</u>	<u>Description</u>
1	Article: Tanji, Melissa. Adopting a habitat attitude. Maui News. 1/19/07
2	Article: Billig, Priscilla. Striving for environmental responsibility. Hawai'i Landscape. January/February 2007, pg 1.
3	Press Release: Survey reveals public support for protection from invasive species. 3/8/07.
4	Commentary: Public support for cargo fee. Appeared in the Honolulu Advertiser, Honolulu Star-Bulletin and the Maui News. 3/14/07.
5	Press Release: Elimination of congressional add-ons endangers brown treesnake protection for Hawai'i and Pacific islands. 3/29/07. Article appeared in multiple papers (as below, 6-8) and the Honolulu Weekly.
6	Article: Godvin, Tara. Inouye aide: budget cut raises risk of snake slipping in. Honolulu Advertiser. Article appeared in multiple papers, including the Seattle Post-Intelligencer 3/29/07.
7	Article: Staff. Searches for tree snake at risk. Honolulu Star Bulletin. 3/30/07.
8	Editor's Opinion: Hawai'i vulnerable to brown tree snake. Honolulu Star Bulletin. 3/31/07.
9	Article Submitted: Snakes on planes: congress may cut brown treesnake protection for Hawai'i and Pacific islands. Big Island Weekly. 4/4/07.
10	Article Submitted: Sustainability also means stopping invasive species. Submitted for consideration for the sustainability issue of the Honolulu Weekly; submitted similar version for the Hawai'i Island Journal. 4/10/07.
11	Commentary/Letter to the Editor: Thanks to all for working to protect Hawai'i from brown treesnakes. Printed in the Maui News and others. 5/7/07.
12	Press Release: Agencies look to the public to help detect diseases: "got dead bird?" Articles appeared in the Honolulu Advertiser, Honolulu Star Bulletin, Hawai'i Tribune Herald, and several free-press publications. 8/3/07.
13	Article: Fasnacht, Allegra. Got dead bird? Maui Weekly. 8/16/07.

<u>Attachment</u>	<u>Description</u>
14	Article: Tenbruggencate, Jan. Researchers close in on miconia solution. Honolulu Advertiser. 9/7/07.
15	Press Release (co-produced with Priscilla Billig): Lyon Arboretum signs up to protect Hawai‘i. Printed in the Honolulu Advertiser and Hawai‘i Landscape; story on University of Hawai‘i news sites. 9/18/07. Release also resulted in KHON 2 News story on 10/25; HPR interview and story on 12/27/07.
16	Press Release: Kaua‘i surveys for stinging caterpillar and ants. 10/10/07. Appeared in the Garden Island.
17	Article Submitted: Stopping the next miconia. To Diana Duff for her column; printed in West Hawai‘i Today. 11/18/07.
18	Article Submitted: ‘Tis the season...for rats. Molokai Dispatch. 12/14/07.
19	CGAPS, Earthlink and KITV 4: A Public-Private Partnership. Project summary and scripts for five television PSAs that aired in 2007.
20	Protect Hawai‘i—10 Ways to Help Stop the Silent Invasion. Co-produced with Janelle Saneishi, HDOA PIO.
21	Article Submitted: Got a dead bird? Sierra Club Hawai‘i Chapter newsletter. Mālama I Ka Honua. Vol. 39, No. 4, Oct-Dec 2007.
22	Invasive Species Public Awareness Study. Results of a statewide telephone survey conducted by QMark Research & Polling on behalf of CGAPS in February 2007.
23	Report to the Legislature on Efficacy of Public Outreach on Invasive Species. Report by CGAPS at the request of Lois Hamaguchi of the Governor’s Information Office, to be provided to Legislators. August 2007.
24	Two ways to protect Hawai‘i from new invasive plants: The Hawai‘i Pacific weed risk assessment system and the codes of conduct. Outreach materials provided to plant industry personnel.