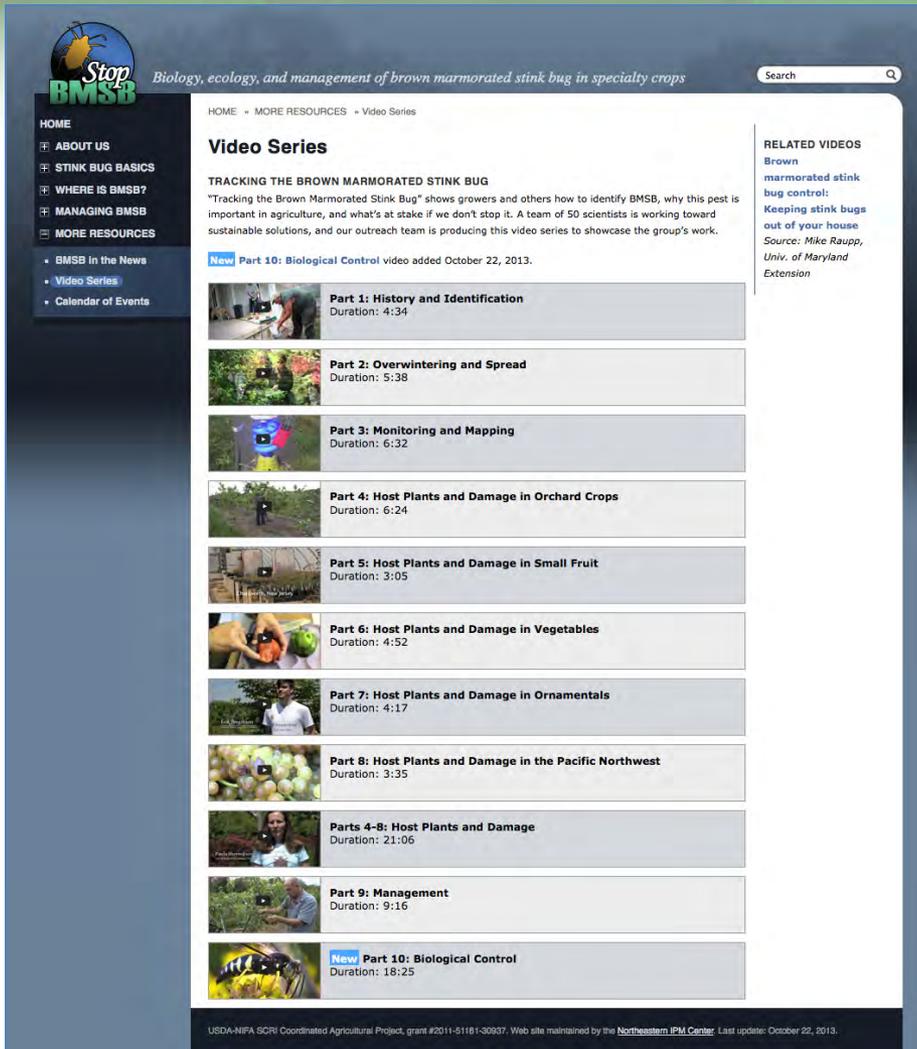




# BMSB Outreach 2013

# Tracking the Brown Marmorated Stink Bug Video Series



The screenshot shows the website for "Stop BMSB" (Biology, ecology, and management of brown marmorated stink bug in specialty crops). The page features a navigation menu on the left with categories like "ABOUT US", "STINK BUG BASICS", "WHERE IS BMSB?", "MANAGING BMSB", and "MORE RESOURCES". The main content area is titled "Video Series" and lists ten parts of the series, each with a thumbnail and duration. The parts are: Part 1: History and Identification (4:34), Part 2: Overwintering and Spread (5:38), Part 3: Monitoring and Mapping (6:32), Part 4: Host Plants and Damage in Orchard Crops (6:24), Part 5: Host Plants and Damage in Small Fruit (3:05), Part 6: Host Plants and Damage in Vegetables (4:52), Part 7: Host Plants and Damage in Ornamentals (4:17), Part 8: Host Plants and Damage in the Pacific Northwest (3:35), Part 4-8: Host Plants and Damage (21:06), and Part 9: Management (9:16). A "New" badge is next to Part 10: Biological Control (18:25). A search bar is located at the top right of the page.

HOME » MORE RESOURCES » Video Series

## Video Series

### TRACKING THE BROWN MARMORATED STINK BUG

"Tracking the Brown Marmorated Stink Bug" shows growers and others how to identify BMSB, why this pest is important in agriculture, and what's at stake if we don't stop it. A team of 50 scientists is working toward sustainable solutions, and our outreach team is producing this video series to showcase the group's work.

**New** Part 10: Biological Control video added October 22, 2013.

- Part 1: History and Identification**  
Duration: 4:34
- Part 2: Overwintering and Spread**  
Duration: 5:38
- Part 3: Monitoring and Mapping**  
Duration: 6:32
- Part 4: Host Plants and Damage in Orchard Crops**  
Duration: 6:24
- Part 5: Host Plants and Damage in Small Fruit**  
Duration: 3:05
- Part 6: Host Plants and Damage in Vegetables**  
Duration: 4:52
- Part 7: Host Plants and Damage in Ornamentals**  
Duration: 4:17
- Part 8: Host Plants and Damage in the Pacific Northwest**  
Duration: 3:35
- Part 4-8: Host Plants and Damage**  
Duration: 21:06
- Part 9: Management**  
Duration: 9:16
- New** Part 10: Biological Control  
Duration: 18:25

RELATED VIDEOS  
Brown marmorated stink bug control: Keeping stink bugs out of your house  
Source: Mike Raupp, Univ. of Maryland Extension

USDA-NIFA SCRI Coordinated Agricultural Project, grant #2011-51181-30937. Web site maintained by the [Northeastern IPM Center](#). Last update: October 22, 2013.

Ten-part video series:

[www.StopBMSB.org/video](http://www.StopBMSB.org/video)

15,100 views since April 2013

[One-Minute Trailer on YouTube](#)

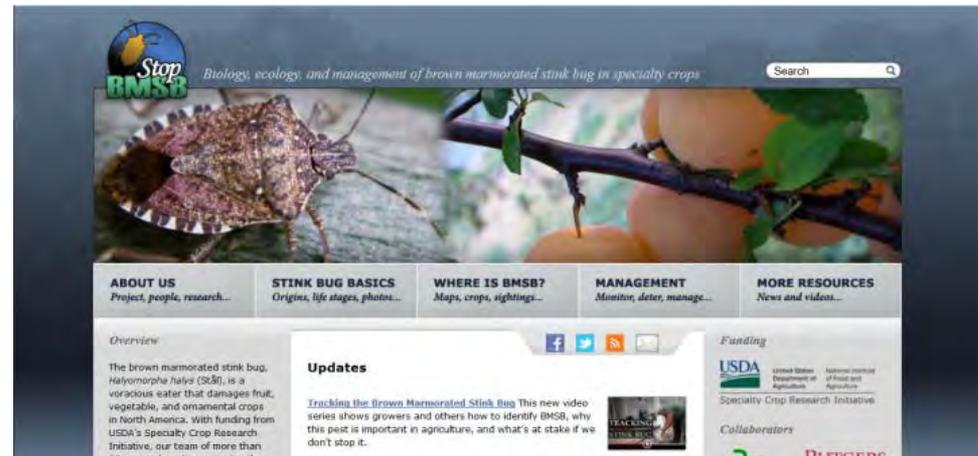


# Video Promotion

- \* Project team “like” videos (84 likes)
- \* Comment (4 comments)
- \* Subscribe to channel (21 subscribers)

# StopBMSB.org

- \* We've been making lots of updates to the website.
  - \* 37 links to media reports in last year
  - \* 2 feature stories, 5 other articles
- \* Over 26,000 unique visitors in year ending September 30

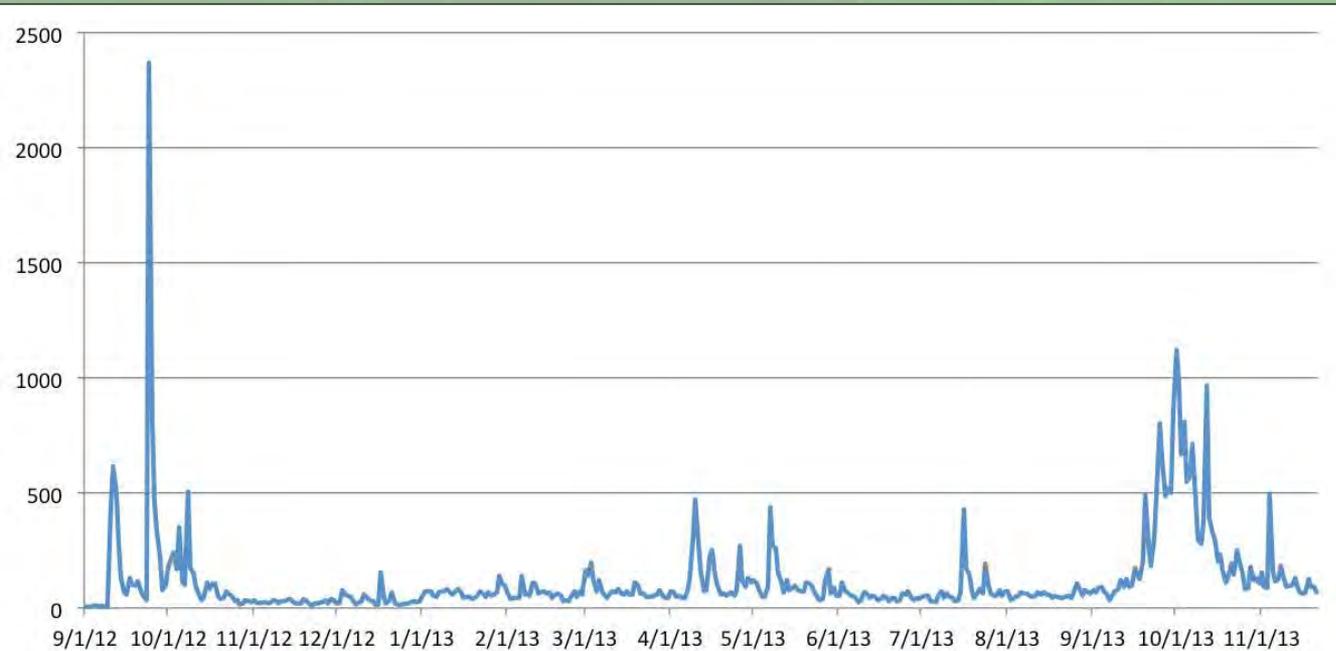


# Host Plants Publication

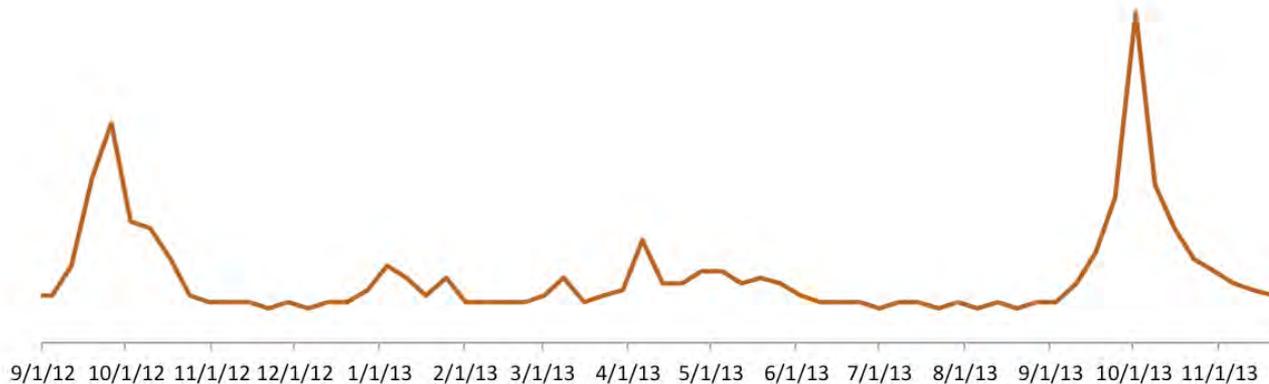
- \* We published a list of host plants of BMSB.
  - \* BMSB eats and uses for reproduction 170 species
- \* View them at [www.stopbmsb.org/where-is-bmsb/host-plants/](http://www.stopbmsb.org/where-is-bmsb/host-plants/)



# StopBMSB Website Traffic (Sep. 1, 2012 – Nov. 21, 2013)

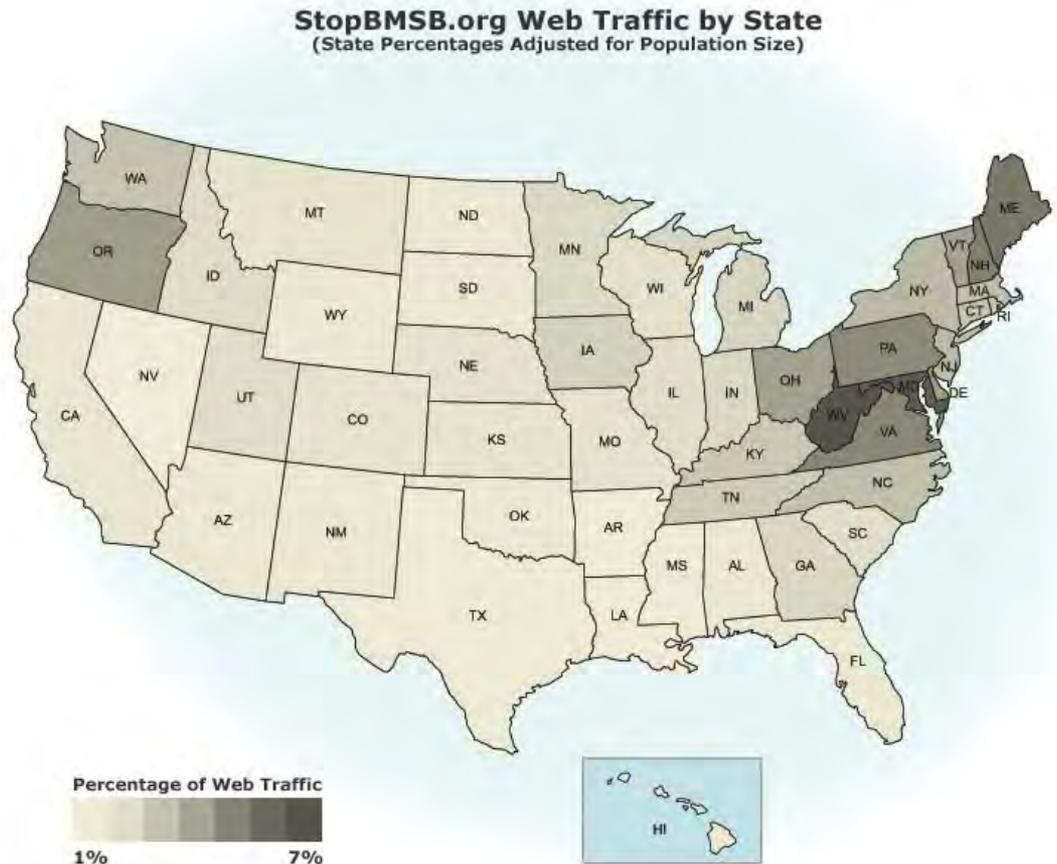
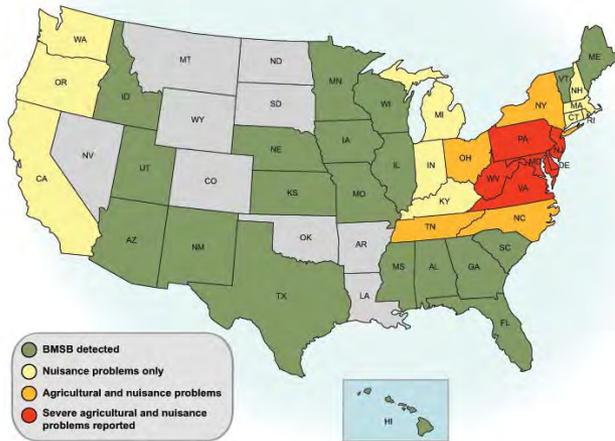


44,461 unique visitors  
to StopBMSB.org



Google.com trend  
for search term  
"stink bug"

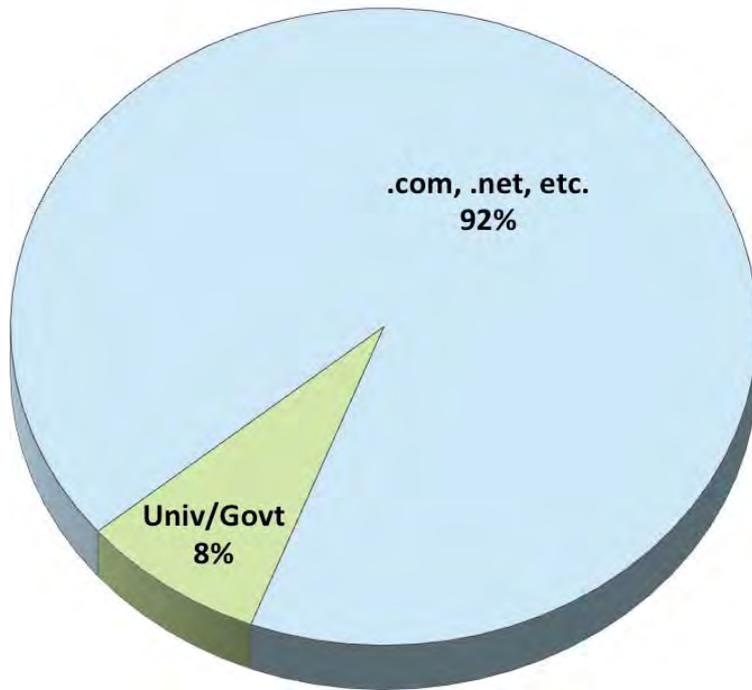
# StopBMSB Website Traffic (Sep. 1, 2012 – Nov. 21, 2013)



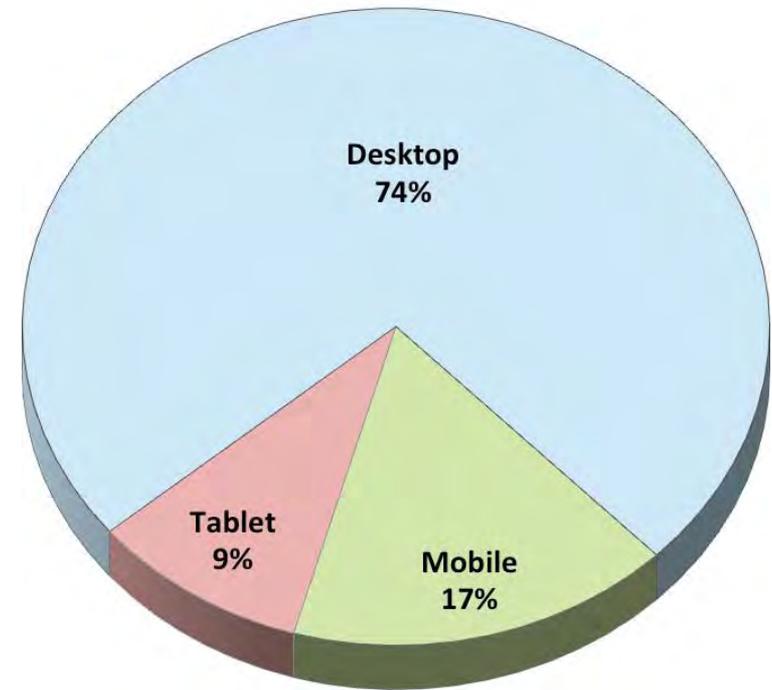
Map of website traffic by state corresponds to BMSB distribution.

# StopBMSB Website Traffic (Sep. 1, 2012 – Nov. 21, 2013)

Visits by Source Network



Visits by Device Type



# Website Updates

- \* StopBMSB.org website update
  - \* Management pages
    - \* Minor update with summary points from videos
    - \* Significant update with latest management recommendations
  - \* Home page
    - \* Thumbnail icons on news stories: Easy way to update regularly
    - \* Move logos on left to bottom
  - \* News page
  - \* Map pages
  - \* Links to state pesticide recommendations
  - \* Adding comments from feedback form
  - \* Timeframe: Now to September 2014

# Infographic



# Survey

\* [StopBMSB.org/survey](http://StopBMSB.org/survey)

# Data Analysis

- \* KH to provide new analysis of data