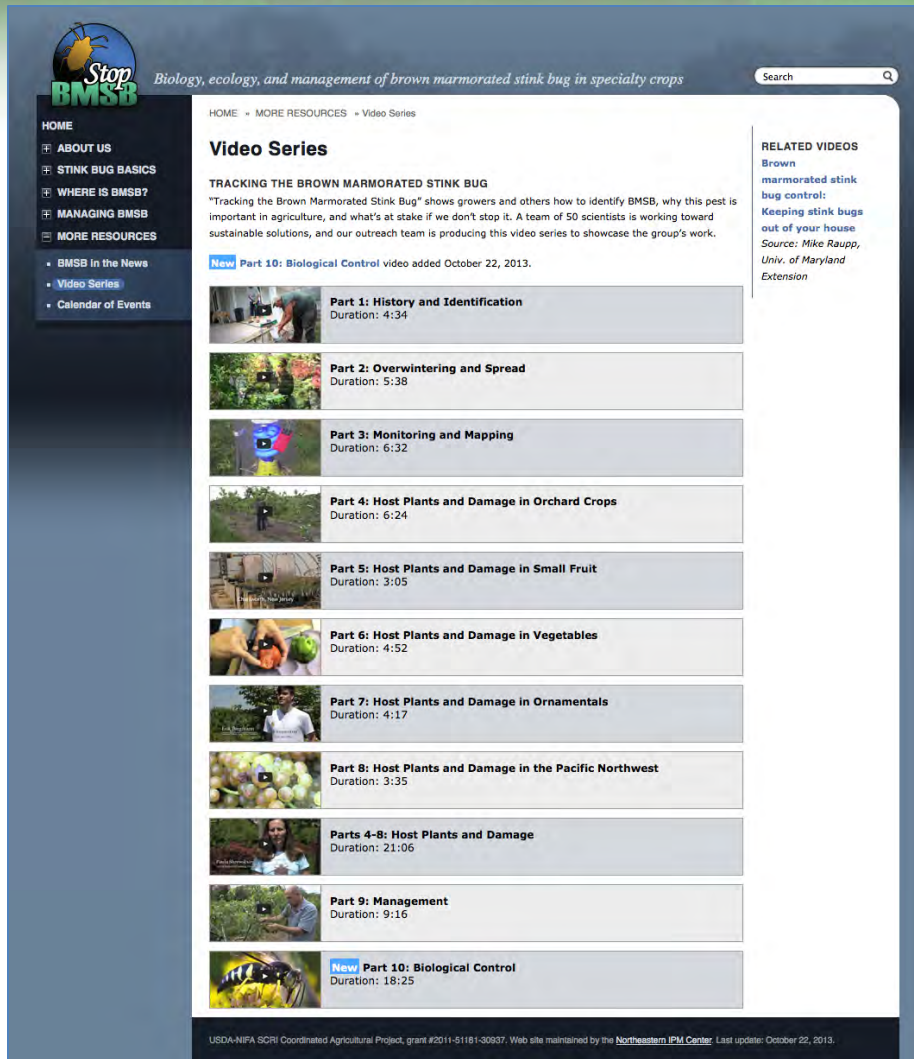




BMSB Outreach 2013

Tracking the Brown Marmorated Stink Bug Video Series



The screenshot shows the StopBMSB.org website. The header includes the logo and the tagline "Biology, ecology, and management of brown marmorated stink bug in specialty crops". A search bar is located in the top right. The left sidebar contains navigation links: HOME, ABOUT US, STINK BUG BASICS, WHERE IS BMSB?, MANAGING BMSB, and MORE RESOURCES. The main content area is titled "Video Series" and features a list of ten parts of the "Tracking the Brown Marmorated Stink Bug" series. Each part includes a thumbnail image, a title, and a duration. The series is described as showing growers and others how to identify BMSB, why it is important in agriculture, and what's at stake if it's not stopped. A "New" badge highlights Part 10: Biological Control, which was added on October 22, 2013. The footer mentions the USDA-NIFA SCRI Coordinated Agricultural Project and the Northeastern IPM Center.

Stop
BMSB

Biology, ecology, and management of brown marmorated stink bug in specialty crops

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
- Parts 4-8: Host Plants and Damage**
Duration: 21:06
- Part 9: Management**
Duration: 9:16
- New** **Part 10: Biological Control**
Duration: 18:25

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

15,100 views since April 2013

[One-Minute Trailer on YouTube](#)

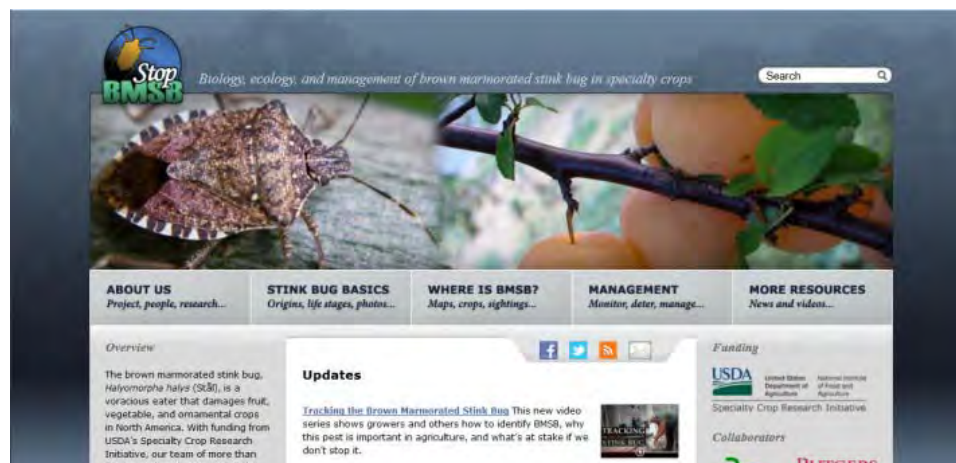


Video Promotion

- * 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

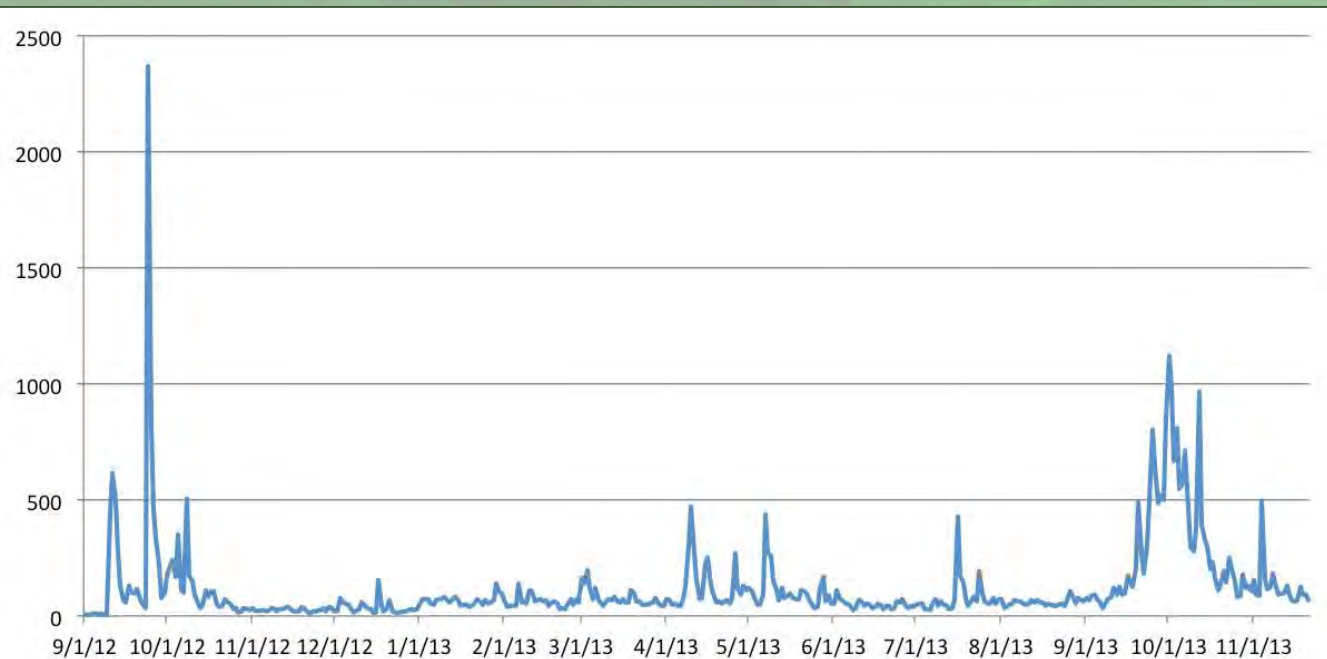


Host Plants Publication

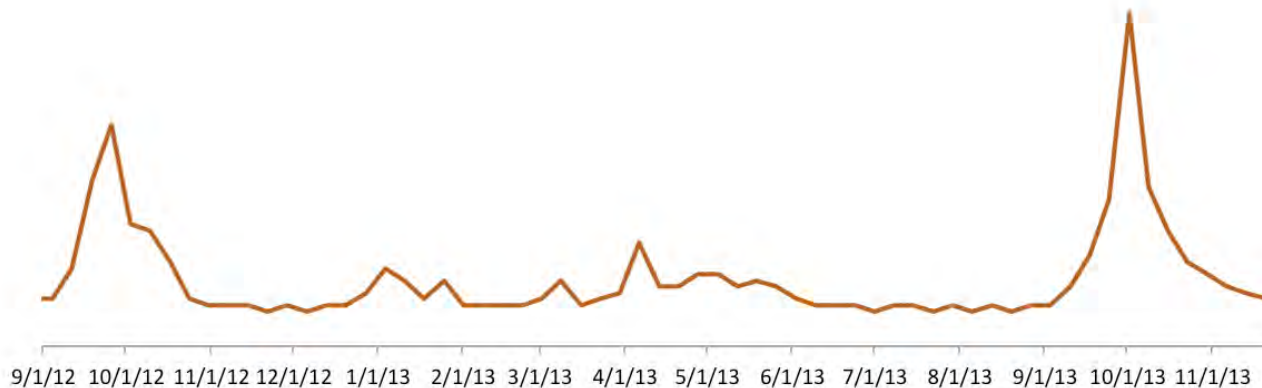
- * We published a list of host plants of BMSB.
 - * BMSB eats and uses for reproduction 170 species
- * View them at www.stopbmsb.org/where-is-bmsb/host-plants/



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

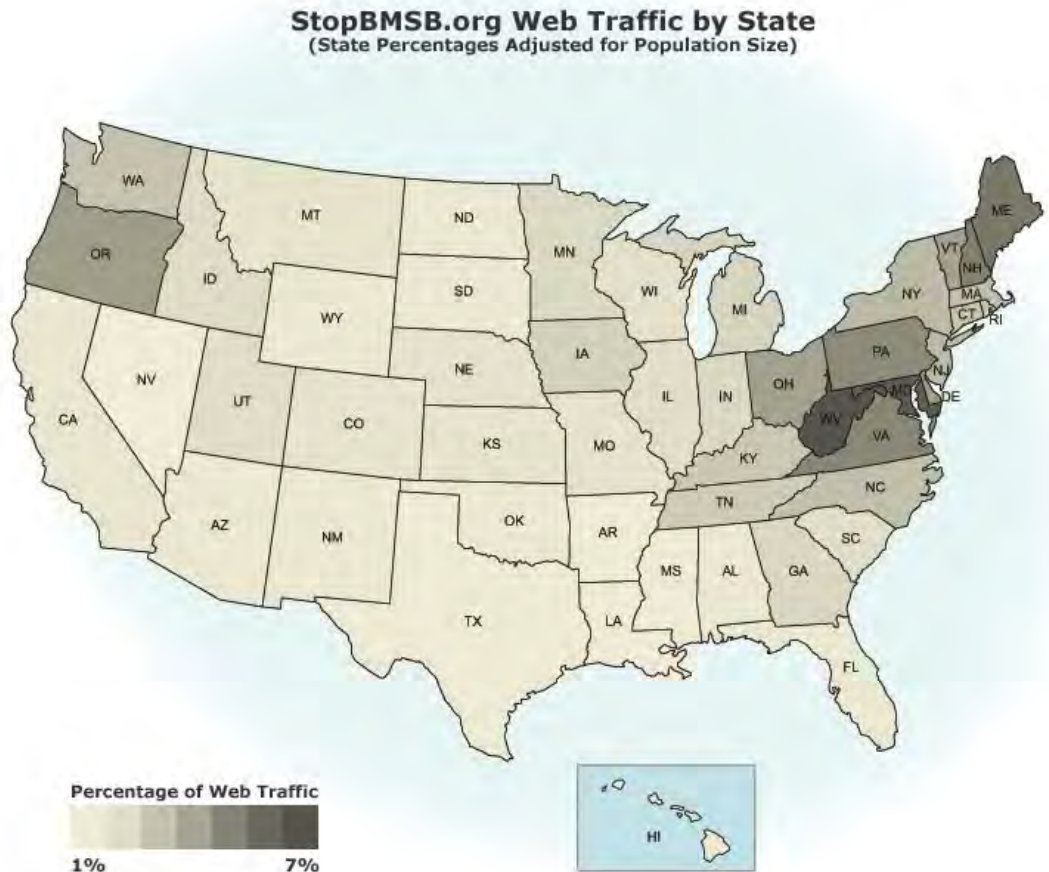
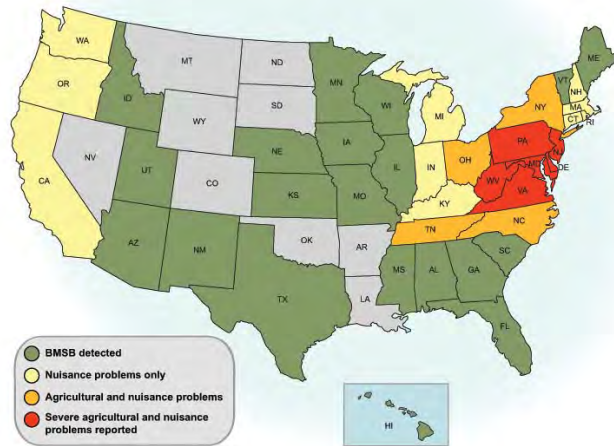


44,461 unique visitors
to StopBMSB.org



Google.com trend
for search term
"stink bug"

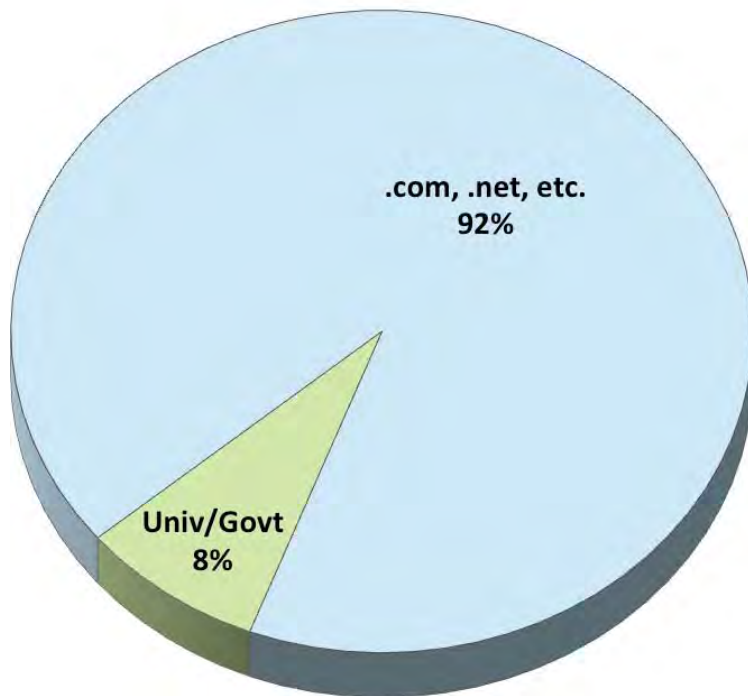
StopBMSB Website Traffic (Sep. 1, 2012 – Nov. 21, 2013)



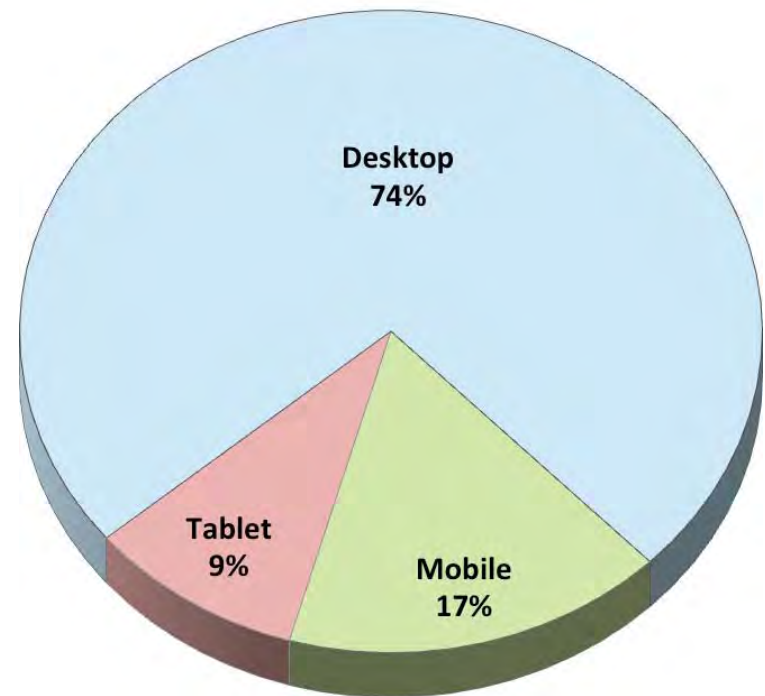
Map of website traffic by state corresponds to BMSB distribution.

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

Data Analysis

- * KH to provide new analysis of data