

**CALIFORNIA CITRUS PEST AND DISEASE PREVENTION PROGRAM
SUBCOMMITTEE MEETING**

Meeting Minutes
Wednesday, October 02, 2013

Opening:

The regular meeting of the Outreach Subcommittee was called to order at 1:30 p.m. on October 02, 2013 in Visalia, California by Subcommittee Chair Kevin Olsen.

Committee Members Present:

Dan Dreyer	Mark McBroom*	Kevin Olsen
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Committee Members Absent:

George McEwen	Shirley Kirkpatrick	Kevin Severns
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CRB Staff:

Chad Collins

Interested Parties:

Bob Atkins	Alyssa Houtby	Sylvie Robillard
Craig Hanes	Leslie Leavens*	Katie Rowland
Victoria Hornbaker	Sharon McNerney*	Teresa Siles

*** Participated via telephone/webex**

Opening Comments:

Chairman, Kevin Olsen, welcomed the Committee, staff, and members of the public participating in person and online. Kevin announced that there is not a quorum for this meeting.

Public Comment:

There were no public comments.

Review of Minutes:

Chairman Olsen asked if anyone had any comments, questions, or edits to the Outreach Committee meeting minutes from August 07, 2013. It was pointed out that Alyssa Houtby should not be listed as a Subcommittee member, but rather listed as an interested party. Victoria Hornbaker made the requested change, and there were no further comments, questions or edits.

Finance Review:

Teresa Siles stated that the invoices presented differ from what NST has internally. The Subcommittee decided that it would be best to wait until Louise Fisher returns to go over each line item and make any necessary changes. CPDPC made a motion at the September 26, 2013

meeting to move the Outreach Subcommittee budget back to the original amount of \$970,200 to provide funding for the no-cost time extension that was approved for the CRB Outreach grant.

2012 – 2013 Recap of Outreach activities:

Teresa Siles presented an “End of Year Recap” PowerPoint presentation.

a. English Media Relations:

Placement of the messaging was earned in 30 outlets throughout the state, ultimately securing more than 862,000 impressions. Additionally, NST provided background information, contributing to dozens of additional stories throughout the state this fiscal year, adding reach beyond what is reported here.

b. Spanish Media Relations

Working with Cesar Paredes from CDFA, Spanish-language interviews were conducted with 9 outlets in key areas, including the Central Valley. Additional coverage was earned through press release distribution via the wire contributing to a total reach of more than 163,000 impressions.

c. Asian Media Event

This year’s Asian media event took place at LAX and was hosted with representatives from U.S. Customs and Border Protection, CDFA, CRB and UC Riverside. The event emphasized not bringing citrus into the U.S. from other countries and resulted in 23 media placements and 4.49 million impressions.

d. Media Training

Media training workshops were provided for 31 individuals, equipping growers, agricultural commissioners, researchers and other advocates with the knowledge to deliver a successful media interview. Messaging has been tailored for each spokesperson and each region, allowing trainees to feel they can communicate about this issue in a clear, compelling manner.

e. PSA Distribution

Prior to a new public service announcement being produced, the English and Spanish PSAs produced in 2012 were distributed statewide. In just six months, the television and radio PSAs aired 8,229 times and received more than 25.5 million impressions. This coverage is valued at \$529,360.

f. PSA Production

In summer of 2013, a new PSA was produced featuring representatives from the citrus industry and a beautiful backdrop of a commercial citrus grove to emphasize what is at stake for California citrus. The new PSA was distributed at the beginning of September and updates on coverage will follow.

g. Radio News Release

Additionally, a radio news release was produced in English and Spanish to secure even more on-air coverage of this issue. Airing on radio stations in key markets throughout the state, the radio news release earned an estimated 123 airings and more than 1.3 million impressions.

h. Advertising

To supplement editorial interviews secured with print and radio outlets, advertising was done in the key regions of the Central Valley and Central Coast.

Print placements were secured in 10 newspapers, with circulations totaling 410,000.

Radio advertising took place in spring and in fall. Spots ran on 12 stations, reaching an estimated audience of 1.8 million. Some outlets also included complimentary online advertising, which gave our message additional reach.

i. Traffic Spots

Traffic spots were also coordinated to educate residents about HLB and the Asian citrus psyllid, and encourage taking action to protect California citrus. To maximize resources, NST and CRB worked to identify where traffic spots would be most effective and selected Ventura as a priority market.

The traffic spots aired on four key radio stations over a four-week period, reaching an estimated audience of more than 65,000.

j. Consumer Website

All advertising, news mentions and produced content pointed residents to the consumer website, CaliforniaCitrusThreat.org for more information about how they can protect their citrus trees and the state's vibrant citrus industry. This fiscal year, the website received more than 31,000 visits and more than 28,000 unique visitors.

k. Social Media

Key messages were also shared via social media using CPDPP's Twitter, Facebook and YouTube accounts. The Facebook page made 37,732 impressions this fiscal year, and the Twitter account has 335 followers, many of them key influencers like media and avid gardeners. With multiple posts per week, the CPDPP Twitter account earned an estimated 34,840 impressions throughout the fiscal year.

l. Grower Website and Newsletter

A new informational website was created to communicate updates to growers. The concept arose from grower surveys conducted in 2012, which told us growers want to be kept up to date about the latest ACP/HLB news. The website continues to evolve, being updated with new resources and relevant news on a regular basis.

Since the launch in June 2013, the grower website has received 2,132 visits by 1,151 visitors.

In addition to an industry-specific website, an e-newsletter was created to deliver key updates directly into growers' inboxes. Research showed that growers want information "as needed," so NST and CRB have worked closely with CDFA and local agricultural commissioners to identify when important information should be shared. To date, the e-newsletter has been distributed to more than 1,000 subscribers, resulting in a potential of more than 10,500 impressions.

m. Elected Official Outreach

During the past fiscal year, NST has briefed elected and government officials from more than 100 cities through desk-side meetings and formal presentations. As a result, 38 cities helped with outreach.

Grower Outreach Update:

Sharon McNerny and Teresa Siles reviewed the Grower Outreach and the Crisis Communication Plans which will include Primary and Secondary messaging for use in various situations. There was a meeting/media training that was held on October 1, 2013. One of the big communication outreach ideas that stemmed from this meeting was the idea of doing some PCA/Grower tours in Southern California to see live ACP and to get Central Valley PCA's and growers more engaged.

The Committee suggested there be an e-blast sent out whenever there is a new ACP find with a link to a map showing where the ACP was found. The maps should be posted on the grower website as well.

There have been three grower meetings since the last Outreach Subcommittee meeting on August 7, 2013: One grower meeting was held for the quarantine in Dinuba, one in Riverside, and one in San Bernardino. All were well attended and good information was provided. Victoria suggested there be a grower meeting at least once a month.

Packing house/FLC/Worker outreach:

Sharon McNerny went over updates on worker outreach. With increased numbers of finds in the San Joaquin Valley, it is important to reach out to farm workers/laborers and raise their awareness about ACP. Beth Grafton-Cardwell is working on putting together a poster to put up in areas where workers already have messaging posted, which shows the psyllid, and reminds the workers to check their clothing, sanitize their equipment, etc. Beth is also working on a wallet size messages for the workers. Alyssa mentioned that stickers can be made to stick onto latter's, and other equipment so that the workers are reminded how important this issue is.

Other CPDPP Outreach Updates:

The media outreach list was updated, seventeen new placements have occurred since the last Outreach meeting on August 7, 2013.

Dan Dreyer suggested there be banner ads on some websites like Amazon and EBay, ensuring people buy things legally.

Teresa reported that the general homeowner messages in Southern California, Northern California and the Central Valley are solidified. The areas where changes are being made are in grower and industry messaging.

UC Outreach Update:

Beth Grafton-Cardwell's website is up and active. There are links to her website on both the Citrus Insider and the California Citrus Threat.

Ventura County Update:

Leslie Leavens gave an update on Ventura County. She reported that the utility bill inserts are still being mailed out and that Bryce Belgium the Ventura County Task Force Liaison participated in the media training.

CDFA Outreach Update:

Victoria gave an update on CDFA's most current outreach projects. She reported that David Pegos attended the Sacramento Farm to Fork event which had an excellent turn out, about 20,000 people attended. She also reminded the Subcommittee that the 21st Century Symposium is coming up on October 17, 2013 and will be held at UC Davis.

CCM Update:

Alyssa gave an update on behalf of California Citrus Mutual. Two weeks ago, CCM reached out to Senator Vidack and partnered with him to set up two press conferences regarding ACP finds in Dinuba and Wasco. There was a good turn out with the media. The story was aired 54 times with approximately \$34,000 worth of donated media time earned.

She also reported that Assembly Bill 571 passed through the Assembly and the Senate. It is now in the Governor's office. Get results in about two weeks the outcome of that 5 mill from state general fund to CPDPC for operations.

Progress Report for the 2013/2014 Outreach RFP:

Victoria stated that CDFA staff will be reviewing the proposals on October 3, 2013.

2012 – 2013 Outreach Contract Extension/Transition:

Victoria stated that she initiated a no-cost time extension of the 2012-2013 CRB Outreach grant to allow outreach activities to continue through November 30, 2013. Ken Keck has signed the extension and emailed it back to CDFA.

Action Item Recap:

Next month there will be a much better picture on the financials once Louise and Teresa review. Chairman Olsen would like to see a report on the PCA educational "field trip" that the Grower Liaisons are organizing,

The meeting was adjourned at 2:30 p.m. The next meeting will be held in Visalia, California on November 07, 2013 at 1:30 p.m.