

Impact Reporting Update 2015 Q3 (July 1 – October 9)
Sara Delheimer, Impact Writer, NRSP-001

Impact Statements

- NC-1173—finalized
- NC-140—finalized
- NE-1039—finalized
- NE-1201—finalized
- W-2170—finalized
- S-1046—final review
- W-1012—out for review
- NCERA-217—draft
- NE-1038—draft
- NE-1041—draft
- W-2190—draft
- Uploaded to LGU Impacts Database
- Not uploaded to NIMSS because any uploaded now will have to be edited in new NIMSS

Additional Media

- Helped edit kglobal’s August press release for S-1031 Improving Hybrid Catfish Production: <http://agisamerica.org/seven-land-grant-universities-help-stabilize-catfish-production-increase-economic-vitality/>
 - Received 212 media hits and 74.8 million impressions.
- Helped edit kglobal’s September press release for NC-140 Improving Sustainability in Fruit Tree Production through Changes in Rootstock Use (winner of 2015 Excellence in Multistate Research Award): <http://agisamerica.org/september-2015-land-grant-institutions-work-across-state-lines-to-increase-fruit-tree-production/>
 - Received ~200 media hits; picked up by BARN media (an online and on-air ag news network)
- Rural Connections articles for October 2015 issue
 - Interviewed scientists and wrote “Volunteer Precipitation Monitoring” article
 - Edited “Nutrient Bioavailability” article written by Ashley Hawn
- Continued Twitter posts about finalized projects and participated in Twitter Town Hall #AgIsChat with Cornell/NE IPM

Meetings

- 2015 Western Region Joint Summer Meeting in Breckenridge, CO in July
 - Networked with kglobal and participated in communications workshop and presentations on how to pitch stories on social and traditional media platforms

Notes

- Increasing work hours from .85FTE to 1.0FTE effective October 10, 2015. Additional hours will help get as many 2014 impact statements written as possible and give more time for additional tasks like uploads and press releases.