

2002-2003 IPM Final Report

Communicating IPM Messages to Consumers via State-wide Radio Project Leaders: Libby Hoyle and Bob McAnally

Objective 1

The project leaders will identify and recruit a chef spokesperson for the IPM/sustainable production consumer education effort.

Impact:

Chef Bob Waggoner, executive chef for Charleston Grill, Charleston Place Hotel served as spokesperson for educating consumers on several basic IPM messages:

- Fresh is best
- Choose locally grown produce
- Foods produced using IPM practices protect our water and soil
- Learn how food is grown and processed

These messages were repeated as much as possible during each of the recorded programs.

In addition to Chef Waggoner, other resource people assisted the project leaders:

- Your Day Radio Production Team and Web Master
- Rhonda Matthews, Abbeville County Extension Agent
- Mike Hood, Clemson University Dept of Entomology
- Beth Wall, Clemson University Dept of Entomology Graduate Student
- Amy Nichols, Main Event Catering
- Tom Trantham, Twelve Aprils Dairy Farm
- Kristen Welch, Spartanburg County Extension Agent

Objective 2

Four 30-minute radio programs will be produced and aired state wide before September 30, 2003.

Impact:

The major item funded in this project was a microphone field recording package. The field package was made up of two microphone kits: AKG 480b power module with a cardioid and short shotgun interchangeable microphone capsules and wind protection for each; one adjustable boom pole pre-wired for two microphones. The selection of microphones is very important when used in the field to be able to capture and reproduce the sound textures so the listener feels as though he or she is in that environment. This selection of a microphone package allows us to capture that experience and provide audible consistency at the different locations.

Listed below are the dates of programs aired which centered around the key IPM messages. This is the information which was used to advertise the programs. The wording may not directly reflect IPM; however, listening to the complete program on the enclosed cd will provide a better idea of how

the project leaders marketed the key IPM messages to consumers who were listening. All of these programs aired on SC ETV Radio, state-wide as a part of Clemson University's Your Day program. Ratings show that this program has more than 22,000 listeners daily. A total of 237 minutes aired state-wide during the project year, October 1, 2002 through September 30, 2003.

IPM program air dates:

WEDNESDAY, OCTOBER 2 --

Food for Thought - Pumpkins and Other Fall Foods. Libby Hoyle, Extension Food and Nutrition Specialist in the Clemson University Department of Packaging Science, talks with Rhonda Matthews, Clemson Extension Service in Abbeville County. [Get the factsheet](#)

WEDNESDAY, NOVEMBER 27 -

Food for Thought - From Farm to Fork. Libby Hoyle, Extension Food and Nutrition Specialist with the Clemson University Department of Packaging Science visits the John De La Howe School in McCormick, SC.

WEDNESDAY, JANUARY 29 -

Food for Thought - Honey Production. Libby Hoyle, Extension Food and Nutrition Specialist with the Clemson University Department of Packaging Science visits with Clemson Extension Bee Specialist Mike Hood. [Get more information](#)

WEDNESDAY, APRIL 9 --

Food for Thought - Finding Local and Organic Produce. Host Libby Hoyle, Extension Food and Nutrition Specialist in the Clemson University Department of Packaging Science talks with Beth Wall of Clemson University's [Calhoun Field Lab](#) Project. For more information: Visit the websites of the Calhoun Field Lab and the [Carolina Farm Stewardship Association](#) or [Get the resource list](#)

THURSDAY, MAY 8 --

Chef's Table - French Breakfast Radishes and Pizza Bianca with Goat Cheese and Greens. Libby Hoyle, Clemson Extension Food and Nutrition Specialist, learns two new recipes for spring greens from Amy Nichols of Main Events Catering, Clemson, SC. [Get the recipes](#).

WEDNESDAY, MAY 14 --

Food for Thought - Poke Salad and other Appalachian Foodways. Libby Hoyle, Extension Food and Nutrition Specialist in the Clemson University Department of Packaging Science learns how to prepare Broccoli Raab with Amy Nichols of Main Events Catering. [Get the raab recipe](#). Then she talks with Dr. Rameth Owens of the Clemson University History Department about Appalachian food traditions.

WEDNESDAY, MAY 28 --

Food for Thought - Picnicking Practices. Libby Hoyle, Extension Food and Nutrition Specialist in the Clemson University Department of Packaging Science prepares a Curly Endive Salad with Amy Nichols of Main Events Catering. [Get the recipe](#). Then Cherokee County Agent Kristin Welch joins her to take calls on food safety when picnicking. Visit the [Home & Garden Information Center](#) for a [safe picnicking fact sheet \(#3602\)](#).

WEDNESDAY, JUNE 11 --

Food for Thought - Happy Cow Creamery. In recognition of National Dairy Month, Libby Hoyle, Extension Food and Nutrition Specialist in the Clemson University Department of Packaging Science, visits with Pelzer dairy farmer Tom Trantham

WEDNESDAY, JUNE 18 --

Food for Thought - Mad Cow Disease and Other Concerns. Libby Hoyle, Extension Food and Nutrition Specialist in the Clemson University Department of Packaging Science talks with Dr. Dan LaFontaine of Clemson University's Livestock Poultry Health Department. And she learns another recipe for fresh produce from Amy Nichols of Main Events Catering

WEDNESDAY, JUNE 25 --

Food for Thought - Salads. Libby Hoyle, Extension Food and Nutrition Specialist in the Clemson University Department of Packaging Science learns a recipe for Asian Cole Slaw from Amy Nichols of Main Events Catering. [Get the recipe](#). Then she talks with Cherokee County Extension Agent Kristin Welch about summer salads

WEDNESDAY, JULY 16 --

Food for Thought - The Noble Onion. Libby Hoyle, Extension Food and Nutrition Specialist in the Clemson University Department of Packaging Science shares tips on storage, preparation, and uses of this flavorful vegetable with Kristin Welch of the Cherokee County Extension Office. Amy Nichols of Main Events Catering in Clemson provides a recipe for roasted root vegetables. [Get the recipe](#)

WEDNESDAY, OCTOBER 29, --

Food for Thought - Sustainable Practices. A live call-in program with host Libby Hoyle, Extension Food and Nutrition Specialist in the Clemson University Department of Packaging Sciences. Her guest is Charleston Grill Executive Chef Bob Waggoner from the [Charleston Place Hotel](#). For more information on Heirloom seeds, visit the [SC Foundation Seed Association](#). For information on organic produce, contact the [Culinary Vegetable Institute](#) at 419-499-7500

NOTE: a cd recording of these programs is being sent via interoffice mail to Janet.

Objective 3

Using the same IPM messages and/or materials, at least four other media outlets will broadcast or print consumer education in IPM.

Impact:

The six pieces with Amy Nichols were videotape at the same time they were recorded for SC ETV/Radio. Thus the audio on the videotape was the same as that which was used for the Radio audience. These six video spots reiterating the four key IPM messages were aired between July 1, 2003 and September 30, 2003 on At Home Southern Style, a daily state-wide ETV program produced by Clemson University. This was a total of 64 minutes reaching. Information on number of viewers is not available until December, 2003.

Fact sheets, recipes, product information, and resource lists were made available by web access for listeners and viewers. A system for tallying the number of times this information was accessed is not available. A copy of the resource material can be accessed by clicking as indicated in the program listings above.