



BENEFITS OF CONTROLLING NUISANCE AQUATIC PLANTS AND ALGAE IN THE UNITED STATES

CAST Commentary 2014-1

Released July 16, 2014

Chair Dr. Kurt Getsinger

www.cast-science.org

Total E-Contacts

Total No. of E-Contacts as of September 19, 2014: 10,732

Total Web Connections as of September 19, 2014: 269

Website Hits as of September 19, 2014:

Commentary: 1,181

Ag QuickCAST: 879

Social Media Hits as of September 19, 2014: 1

Rollout/Release

This Commentary was rolled out on Wednesday, July 16, at the Aquatic Plant Management Society's annual meeting in Savannah, Georgia. Dr. John Rodgers, Clemson University, provided a well-received presentation about the pertinent aspects of the paper. After a successful rollout at the Aquatic Plant Management Society's annual meeting, CAST's latest Commentary continues to inform and educate. The publication received coverage or listings on sites such as *UC Weed Science*, *Aquatic Plant Management Society*, the USDA, and several other blogs and corporate pages. CAST press releases have also made the paper available to hundreds of news outlets and organizations.

Distribution of Announcements/News Releases

Listserve (in descending order)

- Media: 5,722
- Additional Contacts: 5,010
 - *Friday Notes* recipients
 - News Information Groups
 - Deans of Agriculture
 - Company and Nonprofit Members
 - Society Presidents and Executives
 - Directors of Ag Experiment Stations
 - Board Staff
 - Task Force Members
 - NASDA Administrators

Comments Received

Follow-On Activities

- After high toxin levels were discovered in water from Lake Erie on August 2nd, a tap water ban left residents of Toledo, Ohio, to rely on bottled water for the weekend. This Commentary was sent out to various people around the country, from Toledo administration officials to state Departments of Agriculture, to people suggested by the Aquatic Plants Task Force.
 - This paper was sent to: Toledo City (the public works director and the city manager); to Ohio Governor John Kasich; to Collin O'Mara, President of the National Wildlife Federation; to Bob Ehart; to Sandy Miller Hays, Office of the Directory, USDA/ARS; to Toni Pennington, Western Aquatic Plant Management Society; to Heather Bartlett, Program Manager, Washington State Department of Ecology, Water Quality.

- Sent 200 flyers to the Aquatic Plant Management Society in July, and they put the link to our paper on their homepage. 60 flyers were sent to the Responsible Industry for a Sound Environment in August, and the Aquatic Ecosystem Restoration Foundation also put the link to our paper on their homepage.

Internet and Website Connections

AgriMarketing

Accessed August 6, 2014

<http://www.agrimarketing.com/s/90110>

Aquatic Ecosystem Restoration Foundation

Accessed July 30, 2014

<http://www.aquatics.org/>

Aquatics Update

Accessed July 30, 2014

<http://aerfupdate.blogspot.com/>

Aquatic Plant Management Society

Accessed July 22, 2014

<http://apms.org/2014/07/the-why-of-aquatic-plant-management-new-paper-covers-benefits-of-apm/>

Cygnets Enterprises, Inc.

Accessed July 30, 2014

<http://www.cygnetsenterprises.com/>

Florida Aquatic Plant Management Society

Accessed August 6, 2014

<http://www.fapms.org/index.html>

Jaya Tribune

Accessed July 21, 2014

<http://www.jayatribune.com/new-cast-commentary-benefits-of-controlling-nuisance-aquatic-plants-and-algae-in-the-united-states.html>

PRWeb

Accessed July 16, 2014

<http://www.prweb.com/releases/2014/07/prweb12007106.htm>

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Accessed July 30, 2014

<http://www.12newsnow.com/story/26031145/new-cast-commentary-benefits-of-controlling-nuisance-aquatic-plants-and-algae-in-the-united-states>

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<http://www.abc6.com/story/26031145/new-cast-commentary-benefits-of-controlling-nuisance-aquatic-plants-and-algae-in-the-united-states>

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Digital Media Net

Accessed July 21, 2014

<http://forums.digitalmedianet.com/cgi-bin/displayarticleindex.cgi?tn=news&type=news&start=4964&end=5672>

Financial Content

Accessed July 21, 2014

http://markets.financialcontent.com/stocks/news/read/27708407/new_cast_commentary

fox5vegas.com

Accessed July 31, 2014

<http://www.fox5vegas.com/story/26031145/new-cast-commentary-benefits-of-controlling-nuisance-aquatic-plants-and-algae-in-the-united-states>

Hawaii News Now

Accessed July 22, 2014

<http://www.hawaiinewsnow.com/story/26031145/new-cast-commentary-benefits-of-controlling-nuisance-aquatic-plants-and-algae-in-the-united-states>

KALB.com

Accessed May 23, 2014

<http://www.kalb.com/story/26031145/new-cast-commentary-benefits-of-controlling-nuisance-aquatic-plants-and-algae-in-the-united-states>

KCBD

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<http://www.kcbd.com/story/26031145/new-cast-commentary-benefits-of-controlling-nuisance-aquatic-plants-and-algae-in-the-united-states>

KIII TV

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<http://www.kiiitv.com/story/26031145/new-cast-commentary-benefits-of-controlling-nuisance-aquatic-plants-and-algae-in-the-united-states>

KNOE.com

Accessed July 22, 2014

<http://www.knoe.com/story/26031145/new-cast-commentary-benefits-of-controlling-nuisance-aquatic-plants-and-algae-in-the-united-states>

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Accessed July 23, 2014

<http://www.ksfy.com/story/26031145/new-cast-commentary-benefits-of-controlling-nuisance-aquatic-plants-and-algae-in-the-united-states>

KUSI News

Accessed July 30, 2014

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KYTX

Accessed July 22, 2014

<http://www.cbs19.tv/story/26031145/new-cast-commentary-benefits-of-controlling-nuisance-aquatic-plants-and-algae-in-the-united-states>

London: The News

Accessed July 21, 2014

<http://www.londonthenews.com/news/Press+Releases/20140716/59467972/New-CAST-Commentary-Benefits-of-Controlling-Nuisance.htm>

NBC4I.com

Accessed July 23, 2014

<http://www.nbc4i.com/story/26031145/new-cast-commentary-benefits-of-controlling-nuisance-aquatic-plants-and-algae-in-the-united-states>

News West 9

Accessed July 23, 2014

<http://www.newswest9.com/story/26031145/new-cast-commentary-benefits-of-controlling-nuisance-aquatic-plants-and-algae-in-the-united-states>

Oklahoma's Own

Accessed July 22, 2014

<http://www.newson6.com/story/26031145/new-cast-commentary-benefits-of-controlling-nuisance-aquatic-plants-and-algae-in-the-united-states>

One News Page

Accessed July 21, 2014

<http://www.onenewspage.com/n/Press+Releases/750jc6210/New-CAST-Commentary-Benefits-of-Controlling-Nuisance.htm>

RSSPUMP News

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<http://www.streetinsider.com/Press+Releases/New+CAST+Commentary%3A+%26quot%3BBenefits+of+Controlling+Nuisance+Aquatic+Plants+and+Algae+in+the+United+States%26quot%3B/9664024.html>

Tulsa's Channel 8

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<http://www.ktul.com/story/26031145/new-cast-commentary-benefits-of-controlling-nuisance-aquatic-plants-and-algae-in-the-united-states>

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http://www.spcru.ars.usda.gov/research/publications/publications.htm?seq_no_115=302992

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Clean Lakes, Inc.

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<https://www.facebook.com/cleanlakes>