



Texas Imported Fire Ant Research and Management Project

Final Progress Report - October 2001

Agricultural Communications – Texas Tech University

Principal Investigator:

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Major accomplishments to date:

1. Texas Tech RIFA web page
 - Linked to agricultural literacy website maintained within the Center for Agricultural Technology Transfer
2. Throughout project, articles and video releases regarding fire ant research at Texas Tech were developed.
 - Placed fire ant related articles in Texas publications including: Texas Farmer-Stockman magazine, Dallas Morning News, Houston Chronicle, San Angelo Standard Times, Texas Farmer-Stockman Show Program.
 - Various fire ant segments appeared on local television stations.
 - News and Publications at Texas Tech was instrumental in placing articles and video releases throughout the state.
 - Three video news releases will appear this year on RaiderNet News, a new web streamed news network that also runs on cable television in Lubbock and Midland-Odessa.
 - Worked with Lubbock Avalanche-Journal newspaper to run a two-month series of articles in the Business Monday section in Fall 2000.
3. Developed a brochure in Fall 1999 to highlight newly funded Texas Tech research projects.
4. Texas Farmer-Stockman Show
 - October 1999
 - Provided speakers knowledgeable about RIFA activities for Wildlife Speaker Series
 - Organized and displayed fire ant booth
 - October 2000
 - Organized and displayed fire ant booth
5. Fire Ant Awareness Week
 - September, 1999
 - Provided brochures and news releases for media kits
 - Developed fire ant fact sheets for use during media day (not utilized as media day was cancelled.)

September, 2000

- Developed two press releases that appeared in the media kit
 - Red Imported Fire Ants Kill Northern Bobwhite Chicks
 - Modern Technologies Improve Fire Ant Research
 - Provided brochure highlighting Texas Tech research activities
6. Created student learning opportunities
 - Students developed numerous press releases, a communication plan, video news releases, public service announcements and staffed the fire ant booth to promote the Texas Imported Fire Ant Research and Management plan.
 7. Served as a liaison between the media and Texas Tech researchers and administration.
 8. Developed a report about Texas Tech Fire Ant research activities for legislative liaison.
 9. Began research project to survey fire ant awareness.
 10. Maintained photo library of research being conducted at Texas Tech.
 11. Participated in fire ant related meetings when appropriate.
 12. Maintained working relationship with Texas A&M agricultural communications counterparts.

Goals Achieved:

- Increased public awareness of Texas Tech fire ant research activities
- Maintained working relationship with Texas A&M counterparts

Relevance to the Texas Imported Fire Ant Research and Management Project:

Communication among principal investigators in the Texas Tech fire ant initiative group and among researchers at other universities and state agencies is vital. A greater need is communications with the general public and university administrators. Specialized, targeted news releases, publications, and educational materials were goals of the proposal.

All of the accomplishments listed above are directly related to the project objectives described by the agricultural communications project plan of the Texas Tech Red Imported Fire Ant research initiative.