I. Rollout/Release

This Issue Paper was released live on the CAST website and rolled out in Washington, D.C., at the USDA “Diverse Voices in Agriculture” Series, NC-FAR “Lunch~N~Learn” Seminar, and a meeting with Meyers & Associates on November 9, 2009. Task Force chair Sharon Megdal, Water Resources Research Center, University of Arizona, Tucson, and Dr. John Bonner traveled to Washington, D.C. to give the presentations.

II. Distribution of Announcements/News Releases

<table>
<thead>
<tr>
<th>Electronic Contacts</th>
<th>Approx. No. of Recipients</th>
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<tr>
<td>Listservs</td>
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<tr>
<td>Task Force Members</td>
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<td>Board/Staff</td>
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<td>Society Presidents</td>
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<td>Society Executives</td>
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<td>Friday Notes recipients</td>
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<td>Media</td>
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<td>News Information Groups</td>
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<td>Deans of Agriculture</td>
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<td>Directors of Ag Experiment Stations</td>
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Total e-contacts as of November 10, 2009 2492

III. Follow-On Activities/Presentations/Newspaper Articles/TV & Radio News

— **Online Video, April 21, 2010.** CAST partnered with Capital Media Group Inc to develop and roll out a video “Water, People, and the Future” that was released under the CASTagScience account on SchoolTube.com and on YouTube.com.

— **Feedstuffs, November 16, 2009.** The article “CAST examines water availability for ag”, highlighting this publication, was published in the News section of Feedstuffs.
IV. INTERNET AND WEBSITE CONNECTIONS

AgClips,
http://www.agandruralleaders.org/agclips.htm
(visited 11/18/09)

AgProfessional,
(visited 11/11/09)

AgriMarketing,
(visited 11/9/09)

AgWired,
(visited 4/29/10)

Crop Decisions,
(visited 11/11/09)

Dairy Herd Management,
(visited 11/11/09)

Dovers,
(visited 11/9/09)

Farm Assist,
http://www.farmassist.com/Alerts/AlertDetail.aspx?alertId=110975&AlertType=41&AlertTypeName=Ag%20News%20Headlines&type=#
(visited 11/18/09)

Farm Online,
(visited 11/11/09)

Feedstuffs,
(visited 11/9/09)

John Deere,
(visited 11/11/09)
Feedback to CAST indicates that “Friday Notes” are further distributed by recipients, multiplying the total number of readers by as much as 10 or more times.

Total impact is dependent on the readership of those publications that choose to use CAST announcements.