CAST Publication Impacts Report

The Science Source for Food, Agricultural, and Environmental Issues

Chair: David Shaw, Mississippi State University;
9-member task force

CAST Commentaries - QTA2020-2

Stewardship Challenges for New Pest Management Technologies in Agriculture

Released May 18, 2020

Release/Rollout

The CAST Commentary, "Stewardship Challenges for New Pest Management Technologies in Agriculture," was released on May 18, 2020. On Tuesday, May 19, Dr. David Shaw, the task force chair, presented highlights of this paper through a free webinar hosted by CAST. Four task force authors participated in the webinar Q&A session. There were **324 registrants for the webinar with 200+ attendees.**

Webinar Video – 127 views as of November 18, 2020
Link to commentary, Ag quickCAST, student study guide, webinar video, and Q&A

In-kind Contributions: 270 volunteer hours; $19,980 monetary value

Press Release (results two weeks after release)

- Distributed through Constant Contact, PRWeb, and the CAST website.
- Press release went to 10,320 e-contacts resulting in 5,198 opens and 107 views from the CAST website.
- The press release through PRWeb resulted in 3,513 views and reached 890 targeted influencers (journalists/bloggers).
  106 media outlets posted the press release. A sampling of sites where the press release was picked up: RFD-TV, News Break, ADVFN Financial News, One News Page (U.S. and Global Editions), Ask.com, Oklahoman, Marketplace, News Channel Nebraska, Daily Herald (Chicago), Seed Daily, The Latest News, Owler, and many daily news and business journal sites, and regional news channels (ABC, CBS, CW, FOX, NBC)

Follow-On Activities

Authors reported that they had received many emails with lots of praise for the webinar. Specific locations noted were email from Phoenix, Raleigh, and London.

August 20, 2020 – American Society of Agronomy, Sustainable Agronomy Conference - David Shaw and George Frisvold presented during Session #6: Implementation of Sustainable Agronomy—Science-based Solutions for Long-term Success (2.0 CEUs, SSp or PM)
https://www.agronomy.org/meetings/sustainable-agronomy/program/

This report last updated 11/18/2020.

Paper Distribution

Paper Distribution 6 months after release – 1,195

Indirect Paper Distribution

Researchgate
https://www.researchgate.net/publication/341609359_Stewardship_Challenges_for_New_Pest_Management_Technologies_in_Agriculture

Semantic Scholar
https://pdfs.semanticscholar.org/8d20/66854db7c1f5e0edb2fc9eec88b6545eb28f.pdf?_ga=2.245549828.1047368750.1594235093-436759349.1594235093

Articles and Web Mentions

Farm Progress, *Report explores pest management challenges,* May 19, 2020
https://www.farmprogress.com/farm-operations/report-explores-pest-management-challenges

Portland State University News, June 1, 2020
https://www.pdx.edu/news/david-e-ervin-environmental-management-and-economics-faculty-emeritus-co-authored-%E2%80%9Cstewardship

Texas A&M University, The Sword Lab, *Council of Agricultural Science and Technology commentary article and webinar freely available online*, May 21, 2020
https://swordlab.tamu.edu/2020/05/21/upcoming-council-of-agricultural-science-technology-commentary-article-and-webinar-may-18-2020/

Citations

Social Media

Twitter—

@MSU_Sociology, May 11, 2020
https://twitter.com/MSU_Sociology/status/1259905304478863360

@AnnaBickel2, May 18, 2020
https://twitter.com/AnnaBickel2/status/1262402176019763200
1 quote tweet

@MSU_Sociology, May 19, 2020
https://twitter.com/MSU_Sociology/status/1262740177589612544

@CASTagScience, May 19, 2020
https://twitter.com/CASTagScience/status/1262743589206908937
3 retweets

@CASTagScience, May 21, 2020
https://twitter.com/CASTagScience/status/1263496042676391936
3 retweets, 2 likes

This report last updated 11/18/2020.

@CASTagScience, June 2, 2020
https://twitter.com/CASTagScience/status/1267877944430678016
1 like

Facebook—

CAST, May 11, 2020
https://www.facebook.com/CASTagScience/photos/a.477568575671277/2993427887418654
2 likes, 1 share

CAST, May 14, 2020
https://www.facebook.com/CASTagScience/photos/a.477568575671277/3000915230003253
2 likes, 1 share

CAST, May 18, 2020
https://www.facebook.com/CASTagScience/photos/a.477568575671277/3012510268843749
4 likes, 1 share

CAST, May 19, 2020
https://www.facebook.com/CASTagScience/photos/a.477568575671277/3014948938599882
1 like, 1 share

CAST, May 21, 2020
https://www.facebook.com/CASTagScience/photos/a.477568575671277/3019934774767965
1 like, 1 share

CAST, May 22, 2020
https://www.facebook.com/CASTagScience/photos/a.477568575671277/3022202937874482
4 likes, 1 share

LinkedIn—

CAST, May 11, 2020
https://www.linkedin.com/feed/update/urn:li:activity:6665618853466304512
2 likes

CAST, May 18, 2020
https://www.linkedin.com/feed/update/urn:li:activity:6668145645506846721
2 likes, 1 comment

CAST, May 19, 2020
https://www.linkedin.com/feed/update/urn:li:activity:6668509298944970752
3 likes
CAST, May 21, 2020
https://www.linkedin.com/feed/update/urn:li:activity:6669261751718043648
4 likes

This report last updated 11/18/2020.