

# No More Stamps!

*DIGITIZING EXTENSION NEWSLETTERS*

# Agenda

- ▶ Obstacles to digital
- ▶ Why digitize your newsletter?
- ▶ SPAM laws
- ▶ Getting your emails opened
- ▶ What makes clients take action
- ▶ Measuring success!
- ▶ Case study



# History of Extension Newsletters

► Newsletters and Extension go way back



## Arkansas Service Review

NO. 12  
LITTLE ROCK, ARKANSAS, DECEMBER, 1934

### COTTON PROGRAM AND BANKHEAD ACT FAVORED BY STATE BUSINESS MEN AND FARMERS, SURVEYS SHOW

Twelve Representative Cotton Areas in State Covered in Canvas of Merchant and Rural Opinion on Program

The cotton adjustment program and the Bankhead Act were heavy favorites in a recent survey made of business men and farmers in 12 representative areas of the state by the Extension Service of the University College of Agriculture. Business men and farmers alike generally viewed the cotton adjustment program and particularly the Bankhead Act as a plan that has worked wonders for the cotton grower. A very heavy majority printed the program and expressed a desire for its continuation.

Lloyd Reed, cashier, bank of Russellville, said "Our deposits have increased \$100,000 over last year and collections are good. The fact we have had the largest bank in the history of this institution. He stated as the reason why so, "the cotton program" had helped out that it had saved farmers that they can live at home and still grow a cash crop. He favors continuation of the Bankhead cotton control act.

W. A. West and Company, Russellville, feed and flour dealers, reported that farmers are not taking for credit as they did a year or so ago. Business conditions were reported better and this firm favors the cotton program.

"If we do not have production control of cotton next year, farmers will entirely plant larger acreages. The program has directly helped my office in tax collection. Many have paid their taxes with their cotton checks. With a continued program, such as we have had this year, farmers will be completely on a cash basis, something they have not enjoyed in many years," said J. L. Bell, Pope county sheriff.

Fred H. Moore, farmer, Pottsville, said "The cotton program has helped all growers. The farmer who was hurt by the drought has his rental and purity payments, something he would not have had this year without this program. In addition, he will get something out of it who was blessed with good weather and made more than his quota and has to buy some certificates has been helped because of the improved price of cotton result."

(Continued on page 2)

### 4-H CLUB WEEK

DECEMBER 3-8

1. Purpose of this week is to recognize clubs, take in new members and prepare for the start of the new year in club work.
  2. Each club in your county will hold meetings according to announcement of your County Extension Agent.
  3. Elect officers for 1935.
  4. Take in new members.
  5. Organize new clubs.
  6. Receive 4-H Leaflets on demonstrations to be taken next year.
- W. J. JERNIGAN  
State Club Agent

### MEAT, CORN AND SOW AND LITTER CHAMPIONS NAMED

Fallis Winters, Cross Co.; Lester Burgess, Miller Co.; and Joe McCollum, Columbia Co., winners

Three 4-H club boys with outstanding club achievements have been named state champions in beef, corn, and sow and litter. The winners of the 1934-35 contest are: Lester Burgess, 16-year old club boy of the Fouke 4-H club, Miller county, meat animal champion; and Joe McCollum, a 16-year old member of Emerson 4-H club, Columbia county, winner of the sow and litter contest. Fallis Winters made the outstanding corn yield of the state among corn club members. He produced 59.5 bushels of corn per acre despite the drought and has, for three years, produced corn yields that have been outstanding in the state. He attributes the high yields that he has secured to intensive cultivation, use of purebred seed, and the use of liberal applications of nitrate fertilizers, applied at the time corn is around 40 days old. A special crop rotation system, he pointed out, has added materially in keeping up the productivity of corn land which he has farmed.

Winner of the state meat animal award, Lester Burgess, accomplished outstanding results in club work this year when he completed demonstrations in beef, cotton, corn and swine which returned him a gross income of \$197.00, with a net profit of \$93.56. The beef demonstration which resulted in his being named state meat animal champion consisted of growing and feeding a Shorthorn steer to an unusual \$34.00. Young Burgess is a senior in high school and is also champion 4-H club boy of Miller county.

The champion sow and litter of

(Continued on page 4)

### BETTER PRODUCTION IF FLOCK CONFINED

Better production will be secured if the flock is confined to the laying house during the winter season, since the birds will be kept close to the laying mash and water, says G. W. Knox, Jr., Extension poultryman, University College of Agriculture.

There will also be less danger of parasites if the birds are taken off the poultry range, which is usually infected with worms, and by a little patience in handling, the flock will become quieter, less excitable, and easier to handle, Mr. Knox points out.

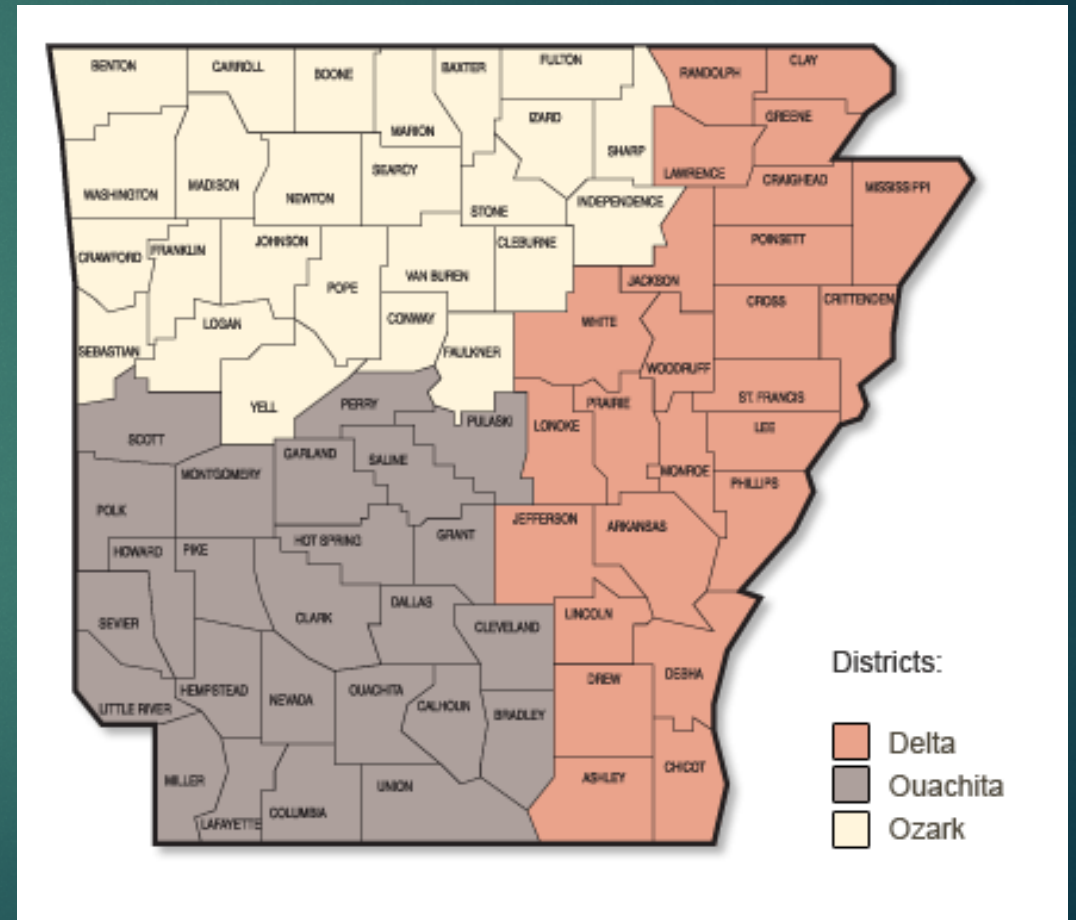
The laying house should be roomy. Where birds are confined, at least four square feet of floor space is allowed for each bird. A 20 by 20 laying house will take care of 100 hens. If they are confined, and 125 if they are allowed to range.

Some poultrymen confine their birds to the laying house until two or three o'clock in the afternoon, and then give them a chance to get out and graze on the green feed. One of the most valuable feed supplements for chickens, Mr. Knox says.

A clotheswringer in Arkansas county is doing double duty for its owner, Mrs. Walter Wessels of the Clearpoint Home Demonstration Club, who invented an easy way to wringer shell peas by running them through the clotheswringer. Nothing like making use of all the conveniences.

# County Newsletters

- ▶ All 75 counties produce print newsletters (at least one type)
  - ▶ 4-H
  - ▶ EHC (Extension Homemakers Council)
  - ▶ FCS
  - ▶ Agriculture
  - ▶ Master Gardener



# County Newsletters

[www.uaex.edu/enews](http://www.uaex.edu/enews)

- ▶ 17 Counties now create digital newsletters
- ▶ Not all counties can use digital

Local and County News
<b>Ashley County</b> <ul style="list-style-type: none"><li><input type="checkbox"/> Ashley County FCS Update Email</li><li><input type="checkbox"/> Ashley County Ag Row Crop</li></ul>
<b>Clark County</b> <ul style="list-style-type: none"><li><input type="checkbox"/> Clark County Extension Wellness Ambassadors</li><li><input type="checkbox"/> Clark Office</li><li><input type="checkbox"/> Clark County 4-H</li><li><input type="checkbox"/> Clark County EHC Members</li></ul>
<b>Columbia County</b> <ul style="list-style-type: none"><li><input type="checkbox"/> Columbia County 4-H</li><li><input type="checkbox"/> Columbia County Master Gardeners</li><li><input type="checkbox"/> Columbia March Add Ons</li></ul>
<b>Drew County</b> <ul style="list-style-type: none"><li><input type="checkbox"/> Drew County News</li></ul>
<b>Franklin County</b> <ul style="list-style-type: none"><li><input type="checkbox"/> Franklin County News</li></ul>
<b>Hempstead County</b> <ul style="list-style-type: none"><li><input type="checkbox"/> Hempstead County 4-H</li></ul>
<b>Hot Spring County</b> <ul style="list-style-type: none"><li><input type="checkbox"/> Hot Spring County FCS List</li><li><input type="checkbox"/> Hot Spring County 4-H</li></ul>
<b>FCS 4-H Conference County</b> <ul style="list-style-type: none"><li><input type="checkbox"/> FCS 4-H Conference</li></ul>
<b>FCS &amp; 4-H Conference Attendees County</b> <ul style="list-style-type: none"><li><input type="checkbox"/> FCS &amp; 4-H Conference Attendees</li></ul>
<b>Little River County</b> <ul style="list-style-type: none"><li><input type="checkbox"/> Little River County 4-H</li></ul>
<b>Madison County</b> <ul style="list-style-type: none"><li><input type="checkbox"/> Madison County 4H</li><li><input type="checkbox"/> Madison County EHC</li><li><input type="checkbox"/> Madison County Food &amp; Fitness</li><li><input type="checkbox"/> Madison County</li></ul>
<b>Miller County</b> <ul style="list-style-type: none"><li><input type="checkbox"/> Miller County Row Crop and Livestock</li><li><input type="checkbox"/> Miller County Office</li><li><input type="checkbox"/> Miller Co. Dollar Stretcher Health Diabetes</li><li><input type="checkbox"/> Miller County 4-H Members</li></ul>
<b>Mississippi County</b> <ul style="list-style-type: none"><li><input type="checkbox"/> Mississippi County News</li></ul>
<b>Perry County</b> <ul style="list-style-type: none"><li><input type="checkbox"/> Perry County EH email list</li><li><input type="checkbox"/> Perry County Extension Homemaker's</li><li><input type="checkbox"/> Perry County Extension</li></ul>
<b>Pike County</b> <ul style="list-style-type: none"><li><input type="checkbox"/> Pike Co 4-H</li><li><input type="checkbox"/> Pike County EHC</li><li><input type="checkbox"/> Pike Co Ag and Natural Resources</li></ul>
<b>Pulaski County</b> <ul style="list-style-type: none"><li><input type="checkbox"/> Pulaski County News</li></ul>
<b>Saline County</b> <ul style="list-style-type: none"><li><input type="checkbox"/> Saline County EHC</li><li><input type="checkbox"/> Saline County 4-H</li></ul>
<b>St. Francis County</b> <ul style="list-style-type: none"><li><input type="checkbox"/> St. Francis Producers</li></ul>
<b>White County</b> <ul style="list-style-type: none"><li><input type="checkbox"/> White Co Small Ruminants</li><li><input type="checkbox"/> White Co 4-H Families</li><li><input type="checkbox"/> White Co Feeding Your Family</li><li><input type="checkbox"/> White Co Extension Homemakers</li><li><input type="checkbox"/> White Co Forages</li></ul>

# Why NOT Digital?

UofA DIVISION OF AGRICULTURE RESEARCH & EXTENSION | I CARE. We Serve.

## The Scoop

### Miller County 4-H

May 2017

#### A Note from Samantha

School is almost out for the summer and we have lots of activities coming up in Miller County.

Don't forget to register for the Archaeology Day Camp at Old Historic Washington State Park, **May 31<sup>st</sup>** from 10:00-2:00 if you plan to go. Miller County has ONLY 25 slots so if you are interested, you must RSVP. We will be going with Howard County 4-Hers. Cost is only \$11 and includes a hamburger lunch plate as well as tours of all the buildings open for the day. It is open to ages 8 and up. **We will be leaving the courthouse at 8:15 a.m.**

We had 5 attendees at our District BBQ Poultry Contest from Lonoke Baptist Church 4-H Club and we are going to participate in the State Competition! YAY! We

couldn't have done it without the help from these great leaders. Good job youth!

County O'Rama is Sat., **May 20<sup>th</sup>**. If you need help, let me know. We will be offering the Science Quiz Bowl and STEM activity that was to follow at a later date.

District O'Rama will be held **June 20<sup>th</sup>**. The theme is "Masquerade". State O'Rama will be in Fayetteville, **July 25<sup>th</sup>-28<sup>th</sup>**.

Quint Co. Camp only has space for 18 this year. Money must be paid by **May 19<sup>th</sup>** or spots will be given to other counties.

There will be a livestock workshop in conjunction with Pike County on **May 30<sup>th</sup>**, beginning at 8:30 AM as well as a swine workshop at the Nashville

Fairgrounds on **May 23<sup>rd</sup>**, at 6:30 PM.

Teen Chef Culinary Academy still has 3 spots out of 4 open if you are interested in attending.

We have also planned a Teen Leaders Club and STEM Ambassadors. If you would like to be involved in this, please give me a call.

If you are interested in learning how to show livestock and don't know where to start, let me know. I would love to help you get started. It's that time of year to start looking for animals. There are many sales for goats and lambs going on at this time. Check out our facebook page.

The NRCS has decided to take over the Back to Nature Activity this year and we will help with planning & programs. It will be held **July 20<sup>th</sup>** at the Boy Scout Camp in Texarkana. Times are still in the planning stages but it will be similar to what we've had in the past.

Also, we are responsible for supplying the science boards for SW District Fair this year so we are asking you to make one to be judged for both Miller Co. and SW District Fairs.

Fairgrounds on **May 23<sup>rd</sup>**, at 6:30 PM.

Teen Chef Culinary Academy still has 3 spots out of 4 open if you are interested in attending.

We have also planned a Teen Leaders Club and STEM Ambassadors. If you would like to be involved in this, please give me a call.

If you are interested in learning how to show livestock and don't know where to start, let me know. I would love to help you get started. It's that time of year to start looking for animals. There are many sales for goats and lambs going on at this time. Check out our facebook page.

The NRCS has decided to take over the Back to Nature Activity this year and we will help with planning & programs. It will be held **July 20<sup>th</sup>** at the Boy Scout Camp in Texarkana. Times are still in the planning stages but it will be similar to what we've had in the past.

Also, we are responsible for supplying the science boards for SW District Fair this year so we are asking you to make one to be judged for both Miller Co. and SW District Fairs.

On **July 20<sup>th</sup>**, the NRCS will be holding a Back to Nature activity to be held at the Boy Scout Camp in Texarkana.

We plan to have a cake decorating class on **July 31<sup>st</sup>**. Cost will be only \$10.

Sincerely,  
*Samantha Kroll*  
Samantha Kroll, Miller Co. Extension Agent-4H  
SKjds

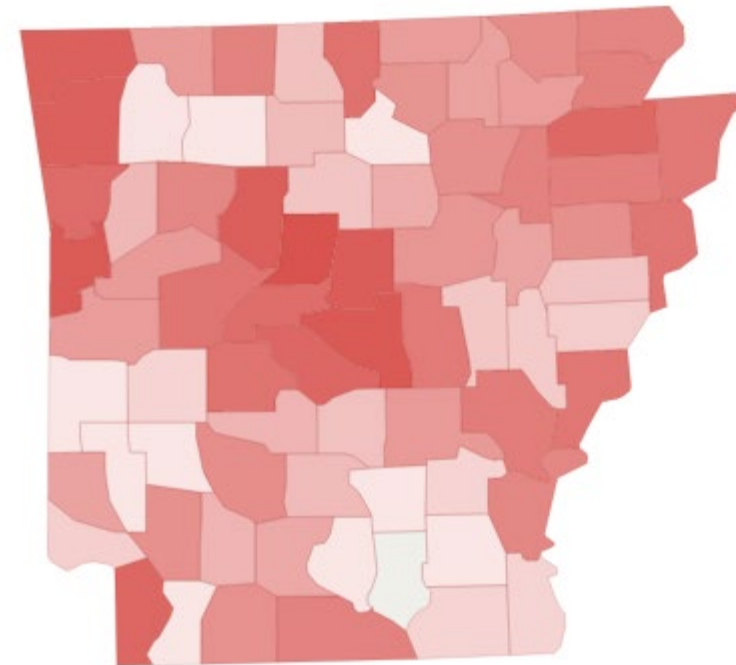



The Arkansas Cooperative Extension Service is an equal opportunity/equal access/affirmative action institution. If you require a reasonable accommodation to participate or need materials in another format, please contact your County Extension office as soon as possible. Dial 711 for Arkansas Relay.

# Why NOT Digital?

- ▶ Poor connectivity to internet/wifi
  - ▶ 772,000 people in Arkansas without access to a wired connection capable of 25mbps download speeds.
  - ▶ 699,000 people in Arkansas that have access to only ONE wired provider, leaving them no options to switch.
  - ▶ Another 256,000 people in Arkansas don't have any wired internet providers available where they live.

## COVERAGE BY COUNTY



25+ mbps 100+ mbps 1 Gbit

[Embed this map](#)

[Customize map](#)

# Why NOT Digital?

- ▶ Some do not have email addresses

**UAEX Hot Spring County - Family and Consumer Sciences/4-H**

Published by Kristal McDonald Draper [?] - April 26 at 2:39pm · 🌐

This is some of my Extension Get Fit Malvern group. These ladies definitely know how to put a smile on my face. Yesterday they sent me this picture! 😊 I missed you all yesterday and will miss you all tomorrow. I am out of town this week attending a Family & Consumer Sciences County Agent Conference.





# Why Digital News?



# Why E-Newsletters?

- ▶ Social media is a borrowed platform



# Why E-Newsletters?

- ▶ Currently 4.35 billion email accounts worldwide and growth is expected to be 5.6 billion by 2019

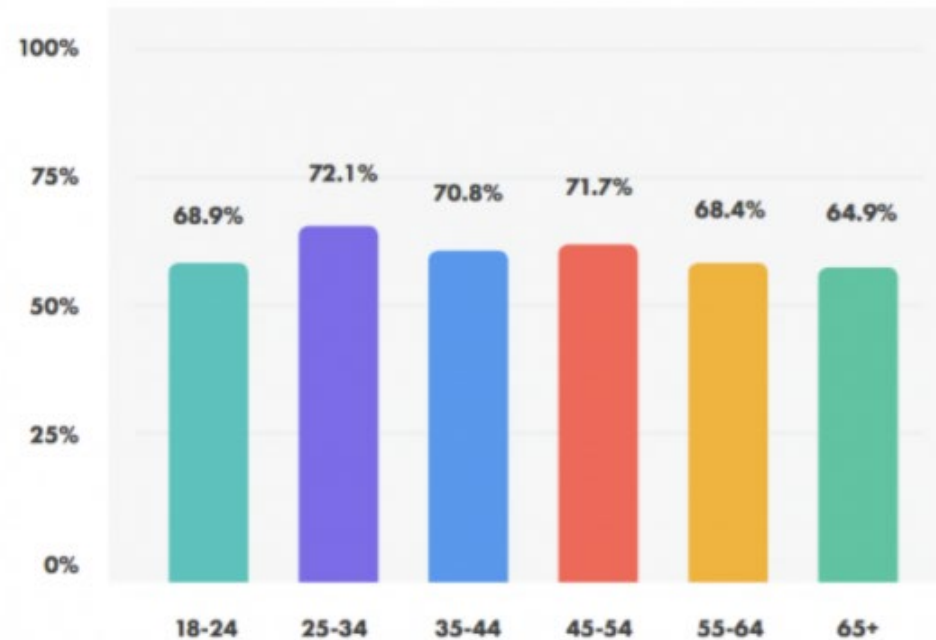


# Do young people use email?

*“...email marketing can be an effective tactic for reaching Gen Z directly, given that email addresses are required to create social media accounts.” – VP of marketing at Jetlore.*

## 25-34 Year Olds Are Most Bullish on Email

Percentage of consumers by age who think email will still exist in 10 years



Fluent litmus

**Source:** This survey was commissioned by litmus and conducted online within the U.S. by Fluent, Inc. on Nov. 4, 2015 among 1,225 American adults. Respondents were randomly selected, and the findings are at a 99% confidence level with a margin of error of +/- 3.5%. Fluent's proprietary ad serving technology includes a real-time survey module that was used to facilitate the data collection for this study.

# Digital Creates INTERACTION


- ▶ Print newsletters are passive
- ▶ Digital allows for conversation with clients
- ▶ How can I help?
- ▶ What can I offer?



# Why not just send from Outlook?

- ▶ Too many recipients = possibility for blacklisting
- ▶ More time consuming
- ▶ Attachments create added storage




 Sherrie Smith | Amy Cole 9:02 AM  
**RE: Plant Health Clinic Newsletter-Issue 16, 2017**  
 You replied to this message on 5/30/2017 9:31 AM.

Bing Maps + Get more add-ins

**From:** Sherrie Smith  
**Sent:** Tuesday, May 30, 2017 7:54 AM  
**To:** Amanda McWhirt <[amcwhirt@uaex.edu](mailto:amcwhirt@uaex.edu)>; Amy Cole <[acole@uaex.edu](mailto:acole@uaex.edu)>; amythomas@saumag.edu; Andrew Clayton Jecmen <[ajecmen@uark.edu](mailto:ajecmen@uark.edu)>; Anni Self <[Anni.Self@tn.gov](mailto:Anni.Self@tn.gov)>; april m black <[april.m.black@gmail.com](mailto:april.m.black@gmail.com)>; arlismin@cablelynx.com; bking@kingb.net; Bob Scott <[bscott@uaex.edu](mailto:bscott@uaex.edu)>; Brandon Gordon <[5acrefarms@gmail.com](mailto:5acrefarms@gmail.com)>; brenda flager <[elephantqueen53@hotmail.com](mailto:elephantqueen53@hotmail.com)>; breshearsffa@sbcglobal.net; Burt Bluhm <[bbluhm@uark.edu](mailto:bbluhm@uark.edu)>; Carroll, Amy <[amygcarroll@gmail.com](mailto:amygcarroll@gmail.com)>; cddermott@hotmail.com; Chad Mills <[ctm004@uark.edu](mailto:ctm004@uark.edu)>; Chandler Barton <[chandler.barton@arkansas.gov](mailto:chandler.barton@arkansas.gov)>; Charlie Parsons <[researchfarmer@gmail.com](mailto:researchfarmer@gmail.com)>; Chlapecka, Randy <[randychlapecka@gmail.com](mailto:randychlapecka@gmail.com)>; Cindy Morley <[cmorley@uark.edu](mailto:cmorley@uark.edu)>; Clay Wingfield <[cwingfield@uaex.edu](mailto:cwingfield@uaex.edu)>; Clemencia Rojas <[cr022@uark.edu](mailto:cr022@uark.edu)>; County 4H Agents <[county4hagents@uaex.edu](mailto:county4hagents@uaex.edu)>; County Agri Agents <[dl-countyagriagents@uaex.edu](mailto:dl-countyagriagents@uaex.edu)>; County Staff Chairs <[dl-countystaffchairs@uaex.edu](mailto:dl-countystaffchairs@uaex.edu)>; Craig Rothrock <[rothrock@uark.edu](mailto:rothrock@uark.edu)>; Debbie Huey <[dhuey@uark.edu](mailto:dhuey@uark.edu)>; Delta District Secretarial Staff <[dl-deltasecretarialstaff@uaex.edu](mailto:dl-deltasecretarialstaff@uaex.edu)>; dgparkerdgp@yahoo.com; don plunkett <[lpdep@windstream.net](mailto:lpdep@windstream.net)>; Donn Johnson <[dtjohnso@uark.edu](mailto:dtjohnso@uark.edu)>; ewwils2@yahoo.com; fang qing chen <[fang.qing.chen@gmail.com](mailto:fang.qing.chen@gmail.com)>; Faulkner, Mackey <[Mackeyfaulkner@yahoo.com](mailto:Mackeyfaulkner@yahoo.com)>; Felix Rotich <[frotich@email.uark.edu](mailto:frotich@email.uark.edu)>; ford@weedconsultants.com; Fultz, Juliet <[jefultz@uark.edu](mailto:jefultz@uark.edu)>; gary <[gary@bgmclure.com](mailto:gary@bgmclure.com)>; George Harper <[harper4188@comcast.net](mailto:harper4188@comcast.net)>; gilbert johnston <[Geee1957@gmail.com](mailto:Geee1957@gmail.com)>; grandddesigns <[grandddesigns@aristotle.net](mailto:grandddesigns@aristotle.net)>; Gus Lorenz <[glorenz@uaex.edu](mailto:glorenz@uaex.edu)>; hanne mg <[hanne.mg@gmail.com](mailto:hanne.mg@gmail.com)>; Horticulture <[dl-horticulture@uaex.edu](mailto:dl-horticulture@uaex.edu)>; Ioannis Tzanetakis <[itzaneta@uark.edu](mailto:itzaneta@uark.edu)>; jackson-j@mssu.edu; Jake Bodart <[jake.bodart@aspb.ar.gov](mailto:jake.bodart@aspb.ar.gov)>; jamey hall <[thehappyhalls@sbcglobal.net](mailto:thehappyhalls@sbcglobal.net)>; Janet Carson <[jcarson@uaex.edu](mailto:jcarson@uaex.edu)>; Jason Kelley <[jkelley@uaex.edu](mailto:jkelley@uaex.edu)>; jbeck000@centurytel.net; jess <[jess@physics.ubc.ca](mailto:jess@physics.ubc.ca)>; Jessica Lefors <[jefors@uark.edu](mailto:jefors@uark.edu)>; Jfwood101@aol.com; Jim Correll <[jcorrell@uark.edu](mailto:jcorrell@uark.edu)>; Jim Robbins <[jrobbins@uaex.edu](mailto:jrobbins@uaex.edu)>; Joey and Lou Jamison <[loujamison@hotmail.com](mailto:loujamison@hotmail.com)>; John Barham <[jbarham@uaex.edu](mailto:jbarham@uaex.edu)>; John Rupe <[jrupe@uark.edu](mailto:jrupe@uark.edu)>; John Hopkins <[jhopkins@uaex.edu](mailto:jhopkins@uaex.edu)>; joyce bowlin <[joycebowlin@hotmail.com](mailto:joycebowlin@hotmail.com)>; Julie Treat <[jtreat@uaex.edu](mailto:jtreat@uaex.edu)>; Keiddy Urrea-Romero <[kurrearo@uark.edu](mailto:kurrearo@uark.edu)>; Kelly, Anita <[fishdoctress@gmail.com](mailto:fishdoctress@gmail.com)>; Ken Korth <[kkorth@uark.edu](mailto:kkorth@uark.edu)>; Kimberly Rowe <[kwowe@uaex.edu](mailto:kwowe@uaex.edu)>; kjohns@ricetec.com; lamarc85@aol.com; Landscape & Nursery (Bill), Custom <[customlandscape.bill@windstream.net](mailto:customlandscape.bill@windstream.net)>; leonard622@gmail.com; ljvette65@bellsouth.net; louiseAkers@SBCglobal.net; mhenagan@gmail.com; Michael Emerson <[memerson@uaex.edu](mailto:memerson@uaex.edu)>; michael, tammy <[tammymichael80@yahoo.com](mailto:tammymichael80@yahoo.com)>; michelle martin <[m\\_r\\_martin1981@yahoo.com](mailto:m_r_martin1981@yahoo.com)>; Mike <[lawndoc@cablelynx.com](mailto:lawndoc@cablelynx.com)>; nancymcreynolds <[nancymcreynolds@gmail.com](mailto:nancymcreynolds@gmail.com)>; nancyyyek@yahoo.com; Nathan Hoover <[Nathan.Hoover@tn.gov](mailto:Nathan.Hoover@tn.gov)>; nfortner@ventria.com; Nina Collins <[Aggieznina@aol.com](mailto:Aggieznina@aol.com)>; nursery@horticare.net; Obadiah M. Njue <[njueo@uapb.edu](mailto:njueo@uapb.edu)>; Onita Watson <[owatson@uaex.edu](mailto:owatson@uaex.edu)>; Ouachita District Secretarial Staff <[dl-ouachitasecretarialstaff@uaex.edu](mailto:dl-ouachitasecretarialstaff@uaex.edu)>; Ozark District Secretarial Staff <[dl-ozarksecretarialstaff@uaex.edu](mailto:dl-ozarksecretarialstaff@uaex.edu)>; Patricia King <[patriciamurphyking@sbcglobal.net](mailto:patriciamurphyking@sbcglobal.net)>; Patrick Di Bello <[patrick.dibello@gmail.com](mailto:patrick.dibello@gmail.com)>; paul shell <[paul.shell@aspb.ar.gov](mailto:paul.shell@aspb.ar.gov)>; Pengyin Chen <[pchen@uark.edu](mailto:pchen@uark.edu)>; Ples Spradley <[pspradley@uaex.edu](mailto:pspradley@uaex.edu)>; Raven Bough <[ravenanai@gmail.com](mailto:ravenanai@gmail.com)>; ReSueCollections@aol.com; Rick Cartwright <[rcartwright@uaex.edu](mailto:rcartwright@uaex.edu)>; Robert Robbins <[rrobbin@uark.edu](mailto:rrobbin@uark.edu)>; Ronnie Bateman <[rbateman@uaex.edu](mailto:rbateman@uaex.edu)>; Roselyn <[hannahgraywebb@hotmail.com](mailto:hannahgraywebb@hotmail.com)>; Russell A. Cothren <[rcothren@uark.edu](mailto:rcothren@uark.edu)>; sam <[Stu5900@hotmail.com](mailto:Stu5900@hotmail.com)>; sandy wickizer <[faywickizer@yahoo.com](mailto:faywickizer@yahoo.com)>; schmidt, billy <[Billy.schmidt@crystalbridges.org](mailto:Billy.schmidt@crystalbridges.org)>; Secretarial Staff (LRSO) <[dl-stateofficesecretarialstaff@uaex.edu](mailto:dl-stateofficesecretarialstaff@uaex.edu)>; sharma mukesh828 <[sharma.mukesh828@gmail.com](mailto:sharma.mukesh828@gmail.com)>; Sharon Bowen <[arkansasgardener@yahoo.com](mailto:arkansasgardener@yahoo.com)>; Shirley Smith, James <[joshuagen777@aol.com](mailto:joshuagen777@aol.com)>; skpdent2000@yahoo.com; Spurlock, Terry <[tspurloc@email.uark.edu](mailto:tspurloc@email.uark.edu)>; stacy miller <[stacialenee@yahoo.com](mailto:stacialenee@yahoo.com)>; Sutton, Elizabeth <[sadarific2@gmail.com](mailto:sadarific2@gmail.com)>; Tanya Collins <[tanyadcollins@earthlink.net](mailto:tanyadcollins@earthlink.net)>; Taunya Ernst <[ernst@uark.edu](mailto:ernst@uark.edu)>; Terrell Carr <[terrellcarr@greenlawnpro.com](mailto:terrellcarr@greenlawnpro.com)>; Terry Kirkpatrick <[tkirkpatrick@uaex.edu](mailto:tkirkpatrick@uaex.edu)>; Terry Spurlock <[SpurlockT@uamont.edu](mailto:SpurlockT@uamont.edu)>; Terry Spurlock <[tspurlock@uaex.edu](mailto:tspurlock@uaex.edu)>; tiesherbs aurnet <[arkansas@naturalheritage.org](mailto:arkansas@naturalheritage.org)>; Travis Faske <[tfaske@uaex.edu](mailto:tfaske@uaex.edu)>  
**Subject:** Plant Health Clinic Newsletter-Issue 16, 2017

Attached are two versions (PDF and WORD) of the

# Outlook?

- No tracking
- Email lists aren't private
- Violations of SPAM laws

# CAN-SPAM





# What are CAN-SPAM laws?

[https://en.wikipedia.org/wiki/CAN-SPAM\\_Act\\_of\\_2003](https://en.wikipedia.org/wiki/CAN-SPAM_Act_of_2003)

*(Controlling the Assault of Non-Solicited Pornography And Marketing Act of 2003)*

- ▶ Tell recipients physical address
- ▶ How to opt out
- ▶ Honor opt-out requests promptly
- ▶ DO NOT manually sign up people without their knowledge

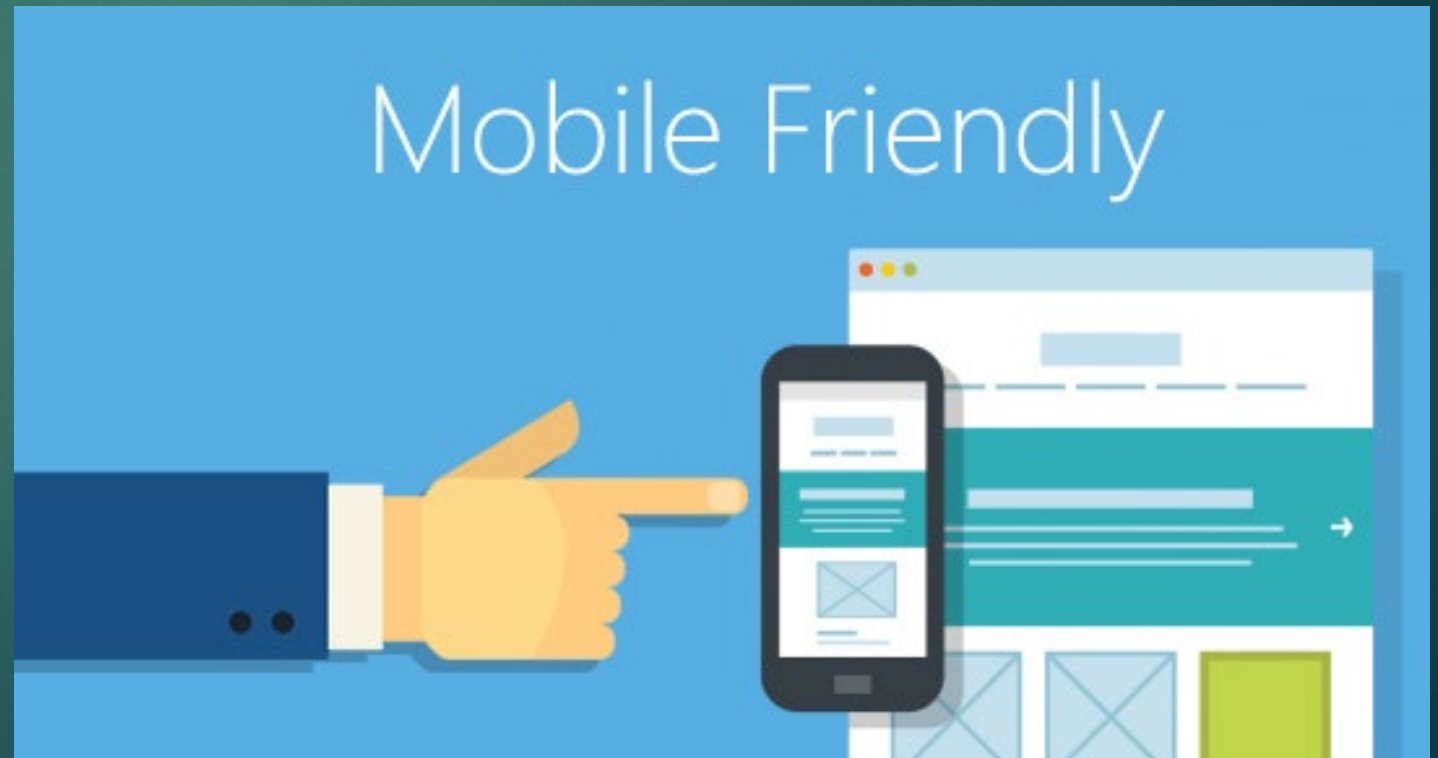


# How to engage Extension clients



# Design Matters

- ▶ Mobile friendly!
- ▶ About 40% of Arkansas Extension Constant Contact email is now opened on a MOBILE device



# Design Matters

- ▶ Make buttons clickable with a finer (40 pixels wide)
- ▶ Use your Extension LOGO at the top of the email

Farm & Ranch

Yard & Garden

Business

Environment  
& Nature

Health &  
Living

4-H & Youth



**Arkansas Cooperative  
Extension Service**  
State office: 2301 South University  
Little Rock, AR 72204  
501-671-2000  
[www.uaex.edu](http://www.uaex.edu)

# Design Matters

- ▶ Use a lighter background (easier to read with darker font)

Dark Background  
with  
Light Text

Light Background  
with  
Dark Text

# Design Matters

▶ Hmmmm.....



 SALINE COUNTY 4-H  
GREEN & WHITE NEWS   
DIVISION OF AGRICULTURE  
RESEARCH & EXTENSION  
University of Arkansas System

[Saline County Facebook Group](#) [Saline County Website](#) [Living Well Tips](#) [Programs](#)

June 2017

Dear Beth ,  
Be on the watch for upcoming events!

Please RSVP before any events by either emailing Stephany at [srogers@uaex.edu](mailto:srogers@uaex.edu) or calling the office at 501-303-5672.

If your child needs a ride home from any event, please contact us to make arrangements.

If you wish to receive a paper newsletter, please let us know.

Thank you to our 4-H members and adult volunteers!

**Upcoming Events**

**Life Skills Class**

Life Skills class  
Monday, June 5 at 6:30 pm  
County Extension Office

June's theme is Basic First Aid.

# Improve Reach

# 2 x 2 x 2 Strategy



# 2 x 2 x 2 Strategy

- ▶ How many seconds do you think it takes someone to decide if they are going to open or delete an email?

2

seconds!

# Decisions, decisions....

- ▶ What 2 things do you look at before opening or deleting an email?

**FROM line**

**Subject line**

# How many words...

- ▶ How many words does a person read of a subject line before deciding to delete or open it?

**2** Words!

# Email FROM name

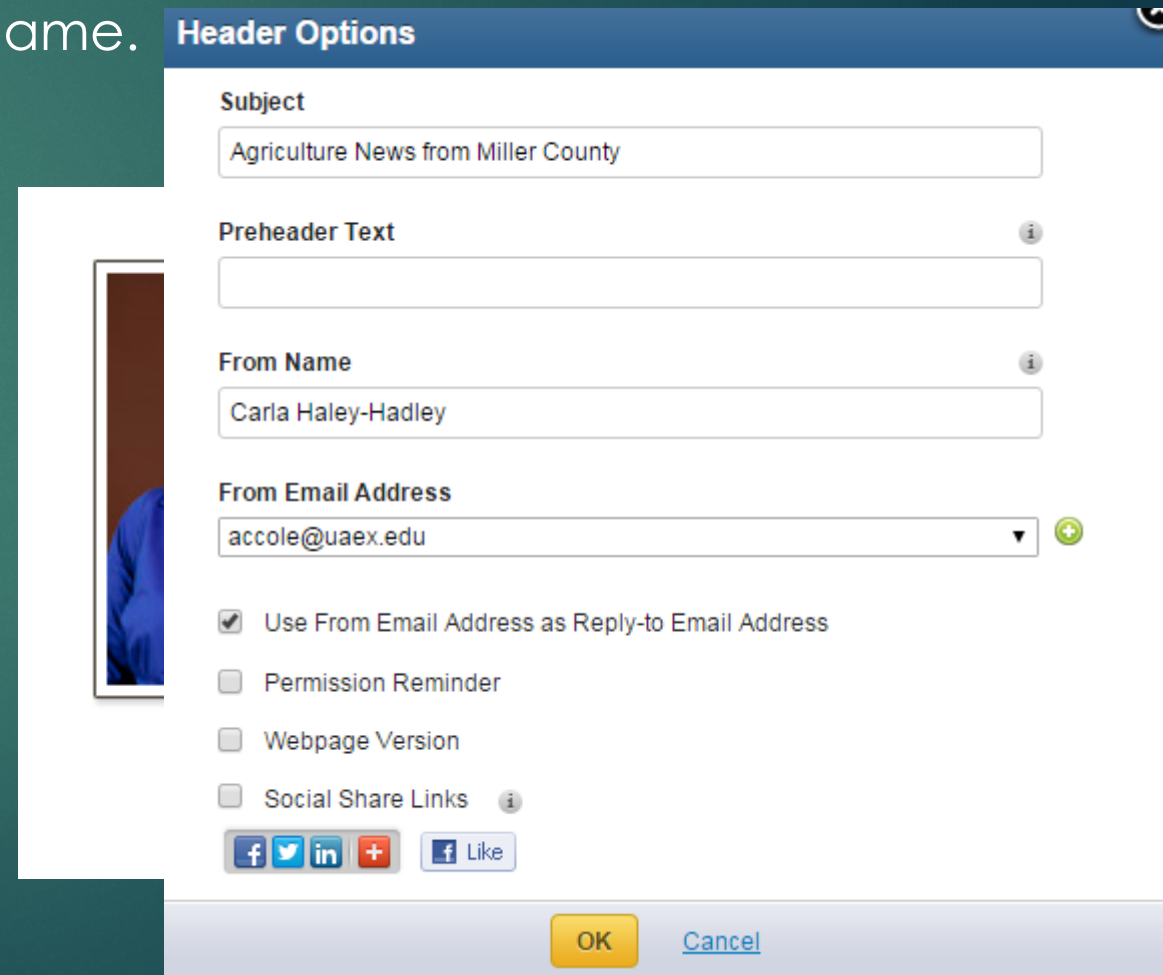
# Do they know you?

- ▶ 43% of email recipients click the Spam button based on the email 'From' name or email address



# Do they know you?

- ▶ Virtual knock on the door: [personname@uaex.edu](mailto:personname@uaex.edu) (virtual business card). Use the agent's name or specialists' name.
- ▶ [Carla@uaex.edu](mailto:Carla@uaex.edu) instead of [info@uaex.edu](mailto:info@uaex.edu)



**Header Options**

**Subject**  
Agriculture News from Miller County

**Preheader Text** ⓘ  
[Empty field]

**From Name** ⓘ  
Carla Haley-Hadley

**From Email Address**  
accole@uaex.edu ▼ +

Use From Email Address as Reply-to Email Address

Permission Reminder

Webpage Version

Social Share Links ⓘ

f t in + f Like

OK Cancel

# Subject Line

# Subject Line

- ▶ Which is the better subject line?

**“Weekly Update”**

**“Free Workshop”**



# Subject Line Tips

- ▶ Our best subject line

## Most engaged subject line

Best Friday Ever! Check out these blackberries!



Sent Fri, Apr 7, 2017

858 Unique Opens

[Subject line tips](#)

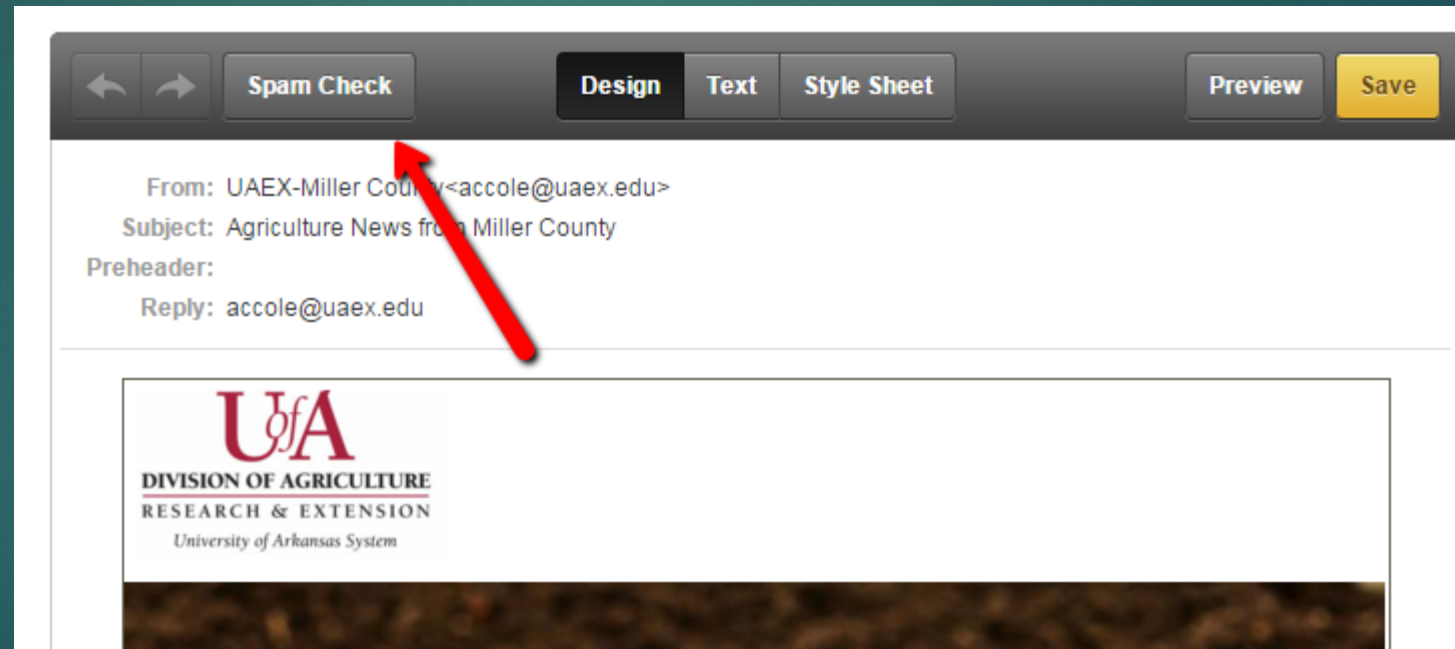
# Subject Line “Don’ts”

- ▶ Excessive punctuation??!!
- ▶ Avoid ‘Free!’
- ▶ No special characters @+
- ▶ Avoid all capital letters



# Spamminess

- ▶ Use the spam checker in CC



# Subject Line Checker Tool

- ▶ <http://coschedule.com/headline-analyzer>

180+ Power Words From Copywriter Karl Stepp

---

FOR WRITING **EMOTIONAL HEADLINES**

free	focus	remarkable	confidential
sale	wanted	obsession	sizable
new	absolutely lowest	surging	wonderful
professional	interesting	revisited	delivered
guaranteed	challenge	unique	secrets
special	lifetime	bargain	scarce
tested	highest	hurry	alert famous

Be Brief,  
Be Bright,  
BE GONE

# Best Practices for Writing Content

- ▶ Only email when you have **valuable info to share**
- ▶ **Target YOUR audience**
- ▶ Be trustworthy
- ▶ Develop a natural voice –use ‘you’ and ‘your’



# Images

- ▶ Use 1-4 images max
- ▶ Use Extension employee/local people's photos

For this year's **Walk Across Arkansas** competition, how do YOU plan to win better health?



**I plan to walk and win with friends.**



**I want to get stronger with strength training.**



*Dr. Tamara Walkingstick, Associate Director of the Arkansas Forest Resource Center, organized this hands-on interactive outdoor workshop.*

## Women Woodland Owner Workshop - WOW, No Fee for Lodging

The attendees of this year's Women Woodland Owners Workshop will spend time OUTSIDE at this one night workshop held at the Arkansas 4-H Center, where you will learn about how to manage your resources and protect your forests in times of crisis. Did we mention there is NO COST for lodging at the C.A. Vines 4-H Center and registration is only \$20?

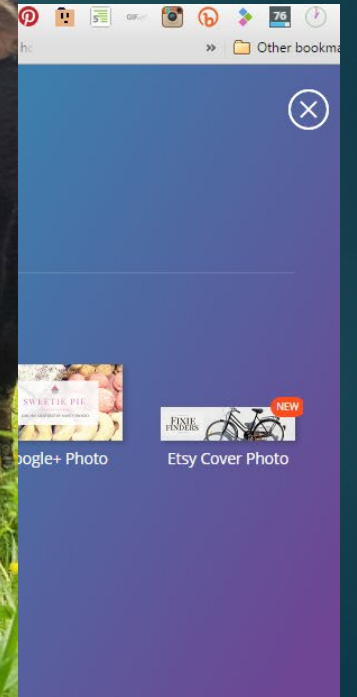
### You will learn:

- > how to manage your woodlands in times of risk.
  - > the effects of drought and weather on trees.
- AND MORE!

**Register NOW**

# Images as a

- ▶ Use canva.com to
- ▶ Use picmonkey.com





How many stories should I write?

# How many stories?

- ▶ One major story/Call to action
- ▶ Or 2-3 shorter stories



**PLEASE take a minute and share your input.**  
**We want to know how well the 2017 JCEP Leadership Conference met your needs.**

Please complete the brief conference evaluation.



Conference Evaluation

What makes people click the most  
in an email?

# VIDEOS!

- ▶ Inspire audiences using video

## The Holiday Season Has Arrived. Giving, Cooking and...Cattle?

### Give Back to Arkansas Kids on December 1

#### DID YOU KNOW?

Arkansas 4-H kids are:

- 4x more likely to make contributions to their communities
- 2x more likely to be civically active

Your donations go directly towards helping Arkansas youth achieve their goals within 4-H and thus give back to their own communities.



Learn how 4-H has shaped the life of Travis Clark, Arkansas 4-H President.

# Creating CTAs (calls to action)

- Register now
- Download this
- Comment
- Share
- Learn more\*
- Request a visit
- Fill out form
- Subscribe
- Fill out a survey
- Follow us
- Continue



# Download Content

- ▶ Add links to articles or PDFs to download
- ▶ NO MORE than 3-4 links per newsletter

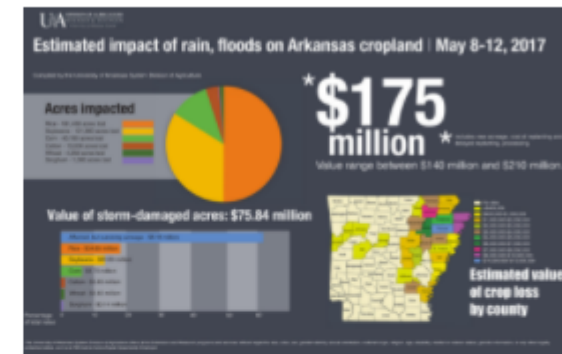
## Flood Impact: By the Numbers

**Ag flood damage estimate \$175 million**

**DID YOU KNOW?**  
361,650 acres of crops were lost in recent Arkansas flooding.

*"These numbers now include the estimated value of losses associated with delays in planting, changes input costs; the input costs associated with a second round of planting and the costs associated with processing. It includes everything that's associated with a do-over and a delayed do-over for farmers."*

**~ Jarrod Hardke, Extension rice agronomist**



Click the infographic to see a larger version of the data.

**Read Full  
Story**

# Deep Linking (involve)

- ▶ Create a survey or question. Inspire them to take action!

**Are you (or a family member) going to cook your own turkey this holiday season?**

***Let us know below!***



Keep the guesswork out of preparing your holiday poultry.

**YES!**

Click 'Yes' if you plan to eat a homemade Thanksgiving meal with turkey.

**NOPE**

Click 'Nope' if you plan to go out to eat for Thanksgiving.

# Announcements

- ▶ Let people know of important news



**Canning Class**

HOT BATH CANNING - JUNE 23  
PRESSURE CANNING- JUNE 30

**UofA** DIVISION OF AGRICULTURE  
RESEARCH & EXTENSION  
University of Arkansas System

PRE-REGISTER/PAY \$10 PER CLASS

Saline County Extension Service  
County Extension Agent - Kris Boulton  
1605 Edison Avenue, St 15 Benton, AR  
501-303-5672  
kboulton@uaex.edu

The University of Arkansas System Division of Agriculture is an equal opportunity/equal access/affirmative action institution. If you require a reasonable accommodation to participate or need materials in another format, please contact your Saline County office as soon as possible. Dial 711 for Arkansas Relay.

La Universidad de la División de Sistemas de Arkansas de Agricultura es un / igualdad de acceso institución acción de igualdad de oportunidades / afirmativa. Si necesita un ajuste razonable para participar o necesita materiales en otro formato, por favor, póngase en contacto con su Saline tan pronto como sea posible. Marque 711 para Arkansas relé.



**DIVISION OF AGRICULTURE**  
**RESEARCH & EXTENSION**  
University of Arkansas System



## Survivor Summer Camp Canceled



**SUMMER DAY CAMP**

**WILL YOUR TRIBE SURVIVE?**

**JUNE 14, 2017**  
**8:30 AM - 1:00 PM**

**HOPE FAIR PARK AT THE COMMUNITY CENTER**

For more information contact the Extension Service Office at (870) 777-5771 or email [bbarney@uaex.edu](mailto:bbarney@uaex.edu)



Hello,

Due to lack of registration we are having to **reschedule** the Survivor Day Camp. I will be sending out a **survey** on what dates are good for people in July. I am looking at the week of the **10th and the 17th of July**. I will keep you up to date.

**I am Sorry for the Inconvenience.**

Sincerely,

Bethany Barney  
Bethany Barney  
4-H Program Assistant  
Hempstead County  
400 S Washington Street Courthouse First  
Floor Hope AR 71801  
**Phone:**(870) 777-5771  
**Fax:**(870) 777-7808



# Analytics



# Open Rate

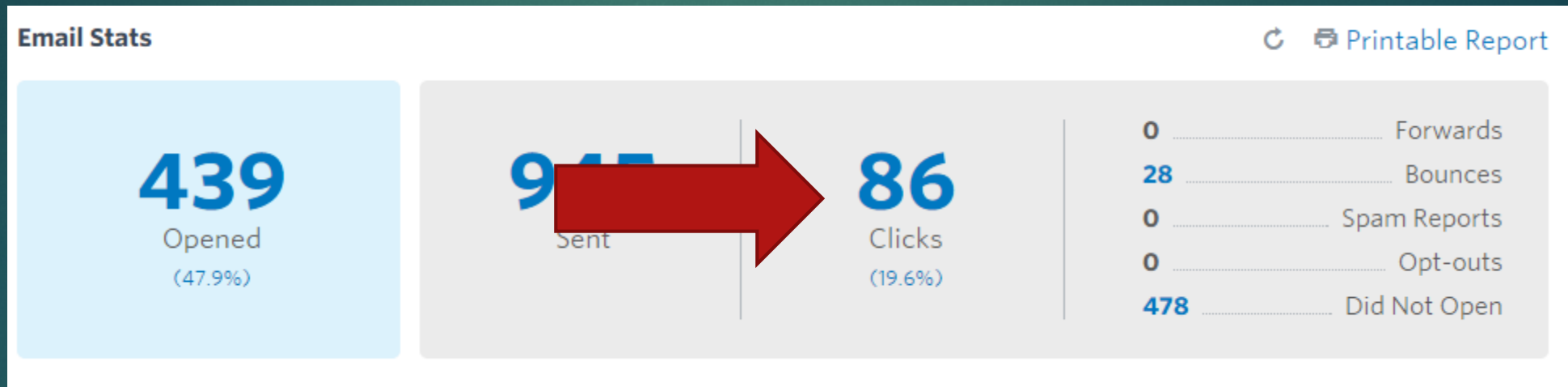
# Open Rate Stats

Vary by industry

Open	Open rate (%)	Clickthrough rate (%)	Soft Bounce	Hard Bounce	Abuse	Unsub
Agriculture and Food Services	24.71%	2.98%	0.58%	0.43%	0.02%	0.29%
Education and Training	22.00%	2.63%	0.55%	0.46%	0.02%	0.20%
Home and Garden	23.82%	3.47%	0.57%	0.40%	0.03%	0.37%

# Clickthrough Rate Shows *Engagement*

# Clickthrough Rates



# Clickthrough Rates

- ▶ You can track which of your links was the most popular


<a href="http://www.uaex.edu/health-living/health/fitness/walk-across-arkansas.aspx?utm_source=February+2016+Extension+news&amp;utm_campaign=February+Extension+Enews&amp;utm_medium=email">http://www.uaex.edu/health-living/health/fitness/walk-across-arkansas.aspx?utm_source=February+2016+Extension+news&amp;utm_campaign=February+Extension+Enews&amp;utm_medium=email</a>	15	19%
<a href="http://www.uaex.edu/media-resources/news/february2016/02-08-2016-Ark-Walk-Across-Arkansas.aspx?utm_source=February+2016+Extension+news&amp;utm_campaign=February+Extension+Enews&amp;utm_medium=email">http://www.uaex.edu/media-resources/news/february2016/02-08-2016-Ark-Walk-Across-Arkansas.aspx?utm_source=February+2016+Extension+news&amp;utm_campaign=February+Extension+Enews&amp;utm_medium=email</a>	2	3%
<a href="http://www.uaex.edu/media-resources/news/february2016/02-08-2019-AFGS-Scholarships.aspx?utm_source=February+2016+Extension+news&amp;utm_campaign=February+Extension+Enews&amp;utm_medium=email">http://www.uaex.edu/media-resources/news/february2016/02-08-2019-AFGS-Scholarships.aspx?utm_source=February+2016+Extension+news&amp;utm_campaign=February+Extension+Enews&amp;utm_medium=email</a>	19	24%
<a href="https://www.eventbrite.com/e/arkansas-flower-and-garden-show-tickets-19783572197?utm_source=February+2016+Extension+news&amp;utm_campaign=February+Extension+Enews&amp;utm_medium=email">https://www.eventbrite.com/e/arkansas-flower-and-garden-show-tickets-19783572197?utm_source=February+2016+Extension+news&amp;utm_campaign=February+Extension+Enews&amp;utm_medium=email</a>	18	23%

# Case Study: Plant Health Clinic





# Case Study: Plant Health Clinic

Reply Reply All Forward

 **Sherrie Smith** | Amanda McWhirt; Amy Cole; amythomas@saumag.edu; Andrew Clayton Jecmen; Anni Self; april m black; + 113 ▾ | 2 | Tue 7:38 AM

**Plant Health Clinic Newsletter-Issue 17, 2017** ▾

 Plant Health Clinic Newsletter-Issue 17.doc  
1 MB

 Plant Health Clinic Newsletter-Issue 17.pdf  
1 MB

Attached are two versions (PDF and WORD) of the current Plant Health Clinic Newsletter - click on the attachment or the download link above to view. For additional information and to see all newsletters and related Plant Health Clinic materials, click on the following link to our main Plant Health Clinic website <http://www.uaex.edu/farm-ranch/pest-management/plant-health-clinic/>







Sherrie Smith

Amy Cole

9:02 AM

RE: Plant Health Clinic Newsletter-Issue 16, 2017

You replied to this message on 5/30/2017 9:31 AM.

Bing Maps

+ Get more add-ins

From: Sherrie Smith

Sent: Tuesday, May 30, 2017 7:54 AM

To: Amanda McWhirt <[amcwhirt@uaex.edu](mailto:amcwhirt@uaex.edu)>; Amy Cole <[acole@uaex.edu](mailto:acole@uaex.edu)>; amythomas@saumag.edu; Andrew Clayton Jecmen <[ajecmen@uark.edu](mailto:ajecmen@uark.edu)>; Anni Self <[Anni.Self@tn.gov](mailto:Anni.Self@tn.gov)>; april m black <[april.m.black@gmail.com](mailto:april.m.black@gmail.com)>; arlism@cablerynx.com; bking@kingb.net; Bob Scott <[bscott@uaex.edu](mailto:bscott@uaex.edu)>; Brandon Gordon <[5acrefarms@gmail.com](mailto:5acrefarms@gmail.com)>; brenda flager <[elephantqueen53@hotmail.com](mailto:elephantqueen53@hotmail.com)>; breshearsffa@sbcglobal.net; Burt Bluhm <[bbluhm@uark.edu](mailto:bbluhm@uark.edu)>; Carroll, Amy <[amygcarroll@gmail.com](mailto:amygcarroll@gmail.com)>; cddermott@hotmail.com; Chad Mills <[ctm004@uark.edu](mailto:ctm004@uark.edu)>; Chandler Barton <[chandler.barton@arkansas.gov](mailto:chandler.barton@arkansas.gov)>; Charlie Parsons <[researchfarmer@gmail.com](mailto:researchfarmer@gmail.com)>; Chlapecka, Randy <[randychlapecka@gmail.com](mailto:randychlapecka@gmail.com)>; Cindy Morley <[cmorley@uark.edu](mailto:cmorley@uark.edu)>; Clay Wingfield <[cwingfield@uaex.edu](mailto:cwingfield@uaex.edu)>; Clemencia Rojas <[cr022@uark.edu](mailto:cr022@uark.edu)>; County 4H Agents <[dl-county4hagents@uaex.edu](mailto:dl-county4hagents@uaex.edu)>; County Agri Agents <[dl-countyagriagents@uaex.edu](mailto:dl-countyagriagents@uaex.edu)>; County Staff Chairs <[dl-countystaffchairs@uaex.edu](mailto:dl-countystaffchairs@uaex.edu)>; Craig Rothrock <[crothrock@uark.edu](mailto:crothrock@uark.edu)>; Debbie Huey <[dhuey@uark.edu](mailto:dhuey@uark.edu)>; Delta District Secretarial Staff <[dl-deltasecretarialstaff@uaex.edu](mailto:dl-deltasecretarialstaff@uaex.edu)>; dgparkerdgp@yahoo.com; don plunkett <[Impdep@windstream.net](mailto:Impdep@windstream.net)>; Donn Johnson <[dtjohnso@uark.edu](mailto:dtjohnso@uark.edu)>; ewwils2@yahoo.com; fang qing chen <[fang.qing.chen@gmail.com](mailto:fang.qing.chen@gmail.com)>; Faulkner, Mackey <[Mackeyfaulkner@yahoo.com](mailto:Mackeyfaulkner@yahoo.com)>; Felix Rotich <[frotich@email.uark.edu](mailto:frotich@email.uark.edu)>; ford@weedconsultants.com; Fultz, Juliet <[jefultz@uark.edu](mailto:jefultz@uark.edu)>; gary <[gary@bgmclure.com](mailto:gary@bgmclure.com)>; George Harper <[harper4188@comcast.net](mailto:harper4188@comcast.net)>; gilbert johnston <[Geee1957@gmail.com](mailto:Geee1957@gmail.com)>; granddesigns <[granddesigns@aristotle.net](mailto:granddesigns@aristotle.net)>; Gus Lorenz <[glorenz@uaex.edu](mailto:glorenz@uaex.edu)>; hanne mg <[hanne.mg@gmail.com](mailto:hanne.mg@gmail.com)>; Horticulture <[dl-horticulture@uaex.edu](mailto:dl-horticulture@uaex.edu)>; Ioannis Tzanetakis <[itzaneta@uark.edu](mailto:itzaneta@uark.edu)>; jackson-j@mssu.edu; Jake Bodart <[jake.bodart@aspb.ar.gov](mailto:jake.bodart@aspb.ar.gov)>; Jamey Hall <[thehappyhalls@sbcglobal.net](mailto:thehappyhalls@sbcglobal.net)>; Janet Carson <[jcarson@uaex.edu](mailto:jcarson@uaex.edu)>; Jason Kelley <[jkelley@uaex.edu](mailto:jkelley@uaex.edu)>; jbeck000@centurytel.net; jess <[jess@physics.ubc.ca](mailto:jess@physics.ubc.ca)>; Jessica Lefors <[lefors@uark.edu](mailto:lefors@uark.edu)>; jfwood101@aol.com; Jim Correll <[jcorrell@uark.edu](mailto:jcorrell@uark.edu)>; Jim Robbins <[jrobbins@uaex.edu](mailto:jrobbins@uaex.edu)>; Joey and Lou Jamison <[loujamison@hotmail.com](mailto:loujamison@hotmail.com)>; John Barham <[jbarham@uaex.edu](mailto:jbarham@uaex.edu)>; John Rupe <[jrupe@uark.edu](mailto:jrupe@uark.edu)>; John Hopkins <[jhopkins@uaex.edu](mailto:jhopkins@uaex.edu)>; Joyce Bowlin <[joycebowlin@hotmail.com](mailto:joycebowlin@hotmail.com)>; Julie Treat <[jtreat@uaex.edu](mailto:jtreat@uaex.edu)>; Keiddy Urrea-Romero <[kurrearo@uark.edu](mailto:kurrearo@uark.edu)>; Kelly, Anita <[fishdoctress@gmail.com](mailto:fishdoctress@gmail.com)>; Ken Korth <[kkorth@uark.edu](mailto:kkorth@uark.edu)>; Kimberly Rowe <[krowe@uaex.edu](mailto:krowe@uaex.edu)>; kjohns@ricetec.com; lamarc85@aol.com; Landscape & Nursery (Bill), Custom <[customlandscape.bill@windstream.net](mailto:customlandscape.bill@windstream.net)>; leonard622@gmail.com; ljvette65@bellsouth.net; louiseAkers@SBCglobal.net; mhenagan@gmail.com; Michael Emerson <[memerson@uaex.edu](mailto:memerson@uaex.edu)>; michael, tammy <[tammymichael80@yahoo.com](mailto:tammymichael80@yahoo.com)>; michelle martin <[m\\_r\\_martin1981@yahoo.com](mailto:m_r_martin1981@yahoo.com)>; Mike <[lawndoc@cablerynx.com](mailto:lawndoc@cablerynx.com)>; nancymcreynolds <[nancymcreynolds@gmail.com](mailto:nancymcreynolds@gmail.com)>; nancyyyek@yahoo.com; Nathan Hoover <[Nathan.Hoover@tn.gov](mailto:Nathan.Hoover@tn.gov)>; nfortner@ventria.com; Nina Collins <[Aggieznina@aol.com](mailto:Aggieznina@aol.com)>; nursery@horticare.net; Obadiah M. Njue <[njueo@uapb.edu](mailto:njueo@uapb.edu)>; Onita Watson <[owatson@uaex.edu](mailto:owatson@uaex.edu)>; Ouachita District Secretarial Staff <[dl-ouachitasecretarialstaff@uaex.edu](mailto:dl-ouachitasecretarialstaff@uaex.edu)>; Ozark District Secretarial Staff <[dl-ozarksecretarialstaff@uaex.edu](mailto:dl-ozarksecretarialstaff@uaex.edu)>; Patricia King <[patriciamurphyking@sbcglobal.net](mailto:patriciamurphyking@sbcglobal.net)>; Patrick Di Bello <[patrick.dibello@gmail.com](mailto:patrick.dibello@gmail.com)>; paul shell <[paul.shell@aspb.ar.gov](mailto:paul.shell@aspb.ar.gov)>; Pengyin Chen <[pchen@uark.edu](mailto:pchen@uark.edu)>; Ples Spradley <[pspradley@uaex.edu](mailto:pspradley@uaex.edu)>; Raven Bough <[ravenanai@gmail.com](mailto:ravenanai@gmail.com)>; ReSueCollections@aol.com; Rick Cartwright <[rcartwright@uaex.edu](mailto:rcartwright@uaex.edu)>; Robert Robbins <[rrobbin@uark.edu](mailto:rrobbin@uark.edu)>; Ronnie Bateman <[rbateman@uaex.edu](mailto:rbateman@uaex.edu)>; Roselyn <[hannahgraywebb@hotmail.com](mailto:hannahgraywebb@hotmail.com)>; Russell A. Cothren <[rcothren@uark.edu](mailto:rcothren@uark.edu)>; sam <[Stu5900@hotmail.com](mailto:Stu5900@hotmail.com)>; sandy wickizer <[faywickizer@yahoo.com](mailto:faywickizer@yahoo.com)>; schmidt, billy <[Billy.schmidt@crystalbridges.org](mailto:Billy.schmidt@crystalbridges.org)>; Secretarial Staff (LRSO) <[dl-stateofficesecretarialstaff@uaex.edu](mailto:dl-stateofficesecretarialstaff@uaex.edu)>; sharma mukesh828 <[sharma.mukesh828@gmail.com](mailto:sharma.mukesh828@gmail.com)>; Sharon Bowen <[arkansasgardener@yahoo.com](mailto:arkansasgardener@yahoo.com)>; Shirley Smith, James <[joshuagen777@aol.com](mailto:joshuagen777@aol.com)>; skpdent2000@yahoo.com; Spurlock, Terry <[tspurlock@email.uark.edu](mailto:tspurlock@email.uark.edu)>; stacy miller <[stacialenee@yahoo.com](mailto:stacialenee@yahoo.com)>; Sutton, Elizabeth <[sadarific2@gmail.com](mailto:sadarific2@gmail.com)>; Tanya Collins <[tanyadcollins@earthlink.net](mailto:tanyadcollins@earthlink.net)>; Taunya Ernst <[ernst@uark.edu](mailto:ernst@uark.edu)>; Terrell Carr <[terrellcarr@greenlawnpro.com](mailto:terrellcarr@greenlawnpro.com)>; Terry Kirkpatrick <[tkirkpatrick@uaex.edu](mailto:tkirkpatrick@uaex.edu)>; Terry Spurlock <[SpurlockT@uamont.edu](mailto:SpurlockT@uamont.edu)>; Terry Spurlock <[tspurlock@uaex.edu](mailto:tspurlock@uaex.edu)>; tiesherbs auntnet <[arkansas@naturalheritage.org](mailto:arkansas@naturalheritage.org)>; Travis Faske <[tfaske@uaex.edu](mailto:tfaske@uaex.edu)>

Subject: Plant Health Clinic Newsletter-Issue 16, 2017

Attached are two versions (PDF and WORD) of the



# Case Study: Plant Health Clinic

June 2017 Arkansas Extension Plant Health Clinic News

UofA UNIVERSITY OF ARKANSAS  
DIVISION OF AGRICULTURE  
Cooperative Extension Service

Sherrie Smith  
Rick Cartwright

SPDN  
Southern Plant Diagnostic Network

Department of Plant Pathology  
**PLANT HEALTH  
CLINIC NEWS**

## Tomato Bacterial canker



Sherrie Smith University of Arkansas Cooperative Extension

## Tomato Bacterial canker



Mary Ann Hansen, Virginia Polytechnic Institute and State University, Bugwood.org

## Bacterial wilt

The symptoms of bacterial wilt, caused by *Ralstonia solanacearum*, are wilting of younger leaves, followed by a rapid wilting of the entire plant. This bacterial disease is easily distinguishable from other bacterial and fungal wilts. If the stem is cut and suspended in water, a white, milky stream of bacterial cells and slime start flowing from the cut end in 3-5 minutes. If the infection is severe the water becomes milky in 10-15 minutes. The best defense against this bacterial wilt disease is the use of resistant cultivars and crop rotation.

## Bacterial wilt



J.P. Jones APS Image Library

## Bacterial spot

Bacterial diseases of tomato and pepper are endemic wherever these crops are grown. Bacteria spot, caused by *Xanthomonas campestris* pv. *vesicatoria* affects all aboveground parts of the plant. Lesions are generally brown and circular on the leaves, stems, and fruit spurs. The spots are water soaked during wet or rainy periods. During dry periods the center of the lesions may fall out, giving a tattered appearance. Fruit lesions begin as tiny raised blisters. They reach 6.35mm (1/4inch) in diameter as they age, becoming brown, and scab-like. A

## Arkansas Plant Health Clinic News



## Tomatoes and bacterial canker

Bacterial canker (CMM), caused by *Clavibacter michiganensis* pv. *michiganensis*, is a severe and damaging bacterial disease of tomato.

All grow stages of the plant are susceptible to this disease.

## Symptoms

When plants are infected at the seedling stage, they may die quickly, or produce weak plants. Infected young plants may have wilted branches, and yellowed leaves.

There are two types of symptoms on mature plants: systemic symptoms and superficial symptoms.

Systemically infected plants may have curling, yellowed, wilted leaves which later become brown and collapse. The vascular tissue becomes discolored, with the stem tissue first becoming streaked with light yellow to brown streaks which later turn reddish brown. This can be really obvious at the nodes. The superficial symptoms are caused by secondary infections of the bacterium. Infection usually happens at the margins of leaves, but can occur on petioles or stems.

## Control and treatment



Dark brown to black lesions will occur on the surface of infected plants, and fruit may be spotted with pale green to creamy-white blister-like leaf spots surrounded by dark rings of dead tissue. Click photo above for more images and information about this and other tomato diseases.



# Case Study: P

Having trouble viewing this email? [Click here](#)

June 2017 Arkansas Extension Plant Health Clinic News



## Tomatoes and bacterial canker

Bacterial canker (CMM), caused by *Clavibacter michiganensis* pv. *michiganensis*, is a severe and damaging bacterial disease of tomato.

All grow stages of the plant are susceptible to this disease.

### Symptoms

When plants are infected at the seedling stage, they may die quickly, or produce weak plants. Infected young plants may have wilted branches, and yellowed leaves.

There are two types of symptoms on mature plants: systemic symptoms and superficial symptoms.

Systemically infected plants may have curling, yellowed, wilted leaves which later become brown and collapse. The vascular tissue becomes discolored, with the stem tissue first becoming streaked with light yellow to brown streaks which later turn reddish brown. This can be really obvious at the nodes. The superficial symptoms are caused by secondary infections of the bacterium. Infection usually happens at the margins of leaves, but can occur on petioles or stems.



Dark brown to black lesions will occur on the surface of infected plants, and fruit may be spotted with pale green to creamy-white blister-like leaf spots surrounded by dark rings of dead tissue. Click photo above for more images and information about this and other tomato diseases.

### Control and treatment

- Growers should use only certified disease-free seed and transplants.
- Practice crop rotation away from tomatoes and other solanaceous crops for at least 3 years. This includes potatoes, peppers, and eggplants, as well as tomatoes.
- All diseased plants should be immediately removed from the planting, and all crop debris removed as soon as the crop is finished.
- Irrigation should occur early in the morning to allow foliage to dry quickly.
- Applications of fixed copper plus either maneb or mancozeb may help control superficial populations of Cmm if applied before symptoms appear.
- Greenhouses should be disinfected using a product designed for the purpose, or by using a 10% bleach solution.
- Benches, walk, floor, and containers should be treated.



Bacterial canker also causes stem damage.

[Tomato Disease Fact Sheet](#)

# linic





June 2017 Arkansas Extension Plant Health Clinic News



Tomatoes and bacterial canker

Bacterial canker (CMM), caused by Clavibacter michiganensis pv. michiganensis, is a severe and damaging bacterial disease of tomato.

All grow stages of the plant are susceptible to this disease.



Dark brown to black lesions will occur on the surface of infected plants, and fruit may be spotted with pale green to creamy-white blister-like leaf spots surrounded by dark rings of dead tissue. Click photo above for more images and information about this and other tomato diseases.

Symptoms

When plants are infected at the seedling stage, they may die quickly, or produce weak plants. Infected young plants may have wilted branches and yellowed leaves.

- Messages from Sherrie Smith, UA Division of Agriculture, Adobe Systems Incorporated, Diana & Becky, Beth Phelps, and Susan James.



# Case Study: Plant Health Clinic

► Make images clickable

Sherrie Smith - Arkansas Plant Health Clinic <ssmith@uaex.edu> | Amy Cole  
Be on the lookout for bacterial canker in tomatoes  
If there are problems with how this message is displayed, click here to view it in a web browser.

Having trouble viewing this email? [Click here](#)

June 2017 Arkansas Extension Plant Health Clinic News

Different layout than mobile. Text wraps the photos.

Photos are all clickable to web content.

### Tomatoes and bacterial canker

Bacterial canker (CMM), caused by *Clavibacter michiganensis* pv. *michiganensis*, is a severe and damaging bacterial disease of tomato.


**All grow stages of the plant are susceptible to this disease.**

#### Symptoms

When plants are infected at the seedling stage, they may die quickly, or produce weak plants. Infected young plants may have wilted branches, and yellowed leaves.

**There are two types of symptoms on mature plants: systemic symptoms and superficial symptoms.**

Systemically infected plants may have curling, yellowed, wilted leaves which later become brown and collapse. The vascular tissue becomes discolored, with the stem tissue first becoming streaked with light yellow to brown streaks which later turn reddish brown. This can be really obvious at the nodes. The superficial symptoms are caused by secondary infections of the bacterium. Infection



*Dark brown to black lesions will occur on the surface of infected plants, and fruit may be spotted with pale green to creamy-white*

# Case Study: Plant Health Clinic

My Campaigns > Plant Health Clinic News Alert June 7 - june bacteria... [Copy](#) [Edit](#) [More Actions](#) [Resend Options](#)

STATUS **SENT**



**Expand your reach with a targeted ad on Facebook.**  
Get in front of up to 25,000 new local customers with our tool that creates a Facebook advertisement for you.

[Next Steps](#)

**Email Stats** [Printable Report](#)

<b>40</b> Opened (36.7%)	51% 49%	<b>109</b> Sent	<b>9</b> Clicks (22.5%)	0 Forwards 0 Bounces 0 Spam Reports 0 Unsubscribes <b>69</b> Did Not Open
--------------------------------	------------	--------------------	-------------------------------	---------------------------------------------------------------------------------------



**Email Settings**

**Subject:** Be on the lookout for bacterial canker in tomatoes

**Preheader Text:** If you grow tomatoes it's important to be on the lookout for bacterial canker. We offer tips on diagnosing and treating it.

**From Name:** Sherrie Smith - Arkansas Plant Health Clinic

**From Email Address:** ssmith@uaex.edu

**Reply-to Email Address:** ssmith@uaex.edu

**Send To Lists:** [Plant Health Clinic News](#)

# Case Study: Plant Health Clinic

- ▶ Make a web friendly view for archiving old issues

## Sign up for free E-newsletters from the Arkansas Cooperative Extension Service

Sign up to receive free information about Arkansas agriculture, gardening, youth development, business development, health and wellness and more!

Besides the general e-newsletters you'll receive throughout the year, you may opt in to receive occasional notifications of local (county) meetings, business developments, voter education information and training opportunities.

If you would like to receive a text-only version of any of our newsletters, please contact [info@uaex.edu](mailto:info@uaex.edu).

### 2017 Newsletters

- › Flood Impact: By the Numbers
- › April News: Free Classes for Beekeeping and Backyard Poultry
- › March: Know the Law, Beware the Pests
- › Love for Gardening, Walking, but not Pigweed
- › January News: Fitness, Finance, and Four States Conference



Sign up to learn about specialized programs such as beekeeping or take a local exercise class. Learning opportunities via 4-H for youth are also available as well as services such as the plant health clinic and agriculture resources.

# Overview of our Enewsletter system

- ▶ IT pays for the costs
- ▶ Counties can decide to use it or not

## Clark County

**Address**  
640 S 6th Street Suite B  
Arkadelphia, AR 71923

**Directions to our office**

**Contact**  
Phone: (870) 246-2281  
Fax: (870) 246-7583  
Email: [clark-arkadelphia@uaex.edu](mailto:clark-arkadelphia@uaex.edu)

**Office Hours**  
Monday- Friday 8:00 to 4:30

**Staff Directory**



## Welcome to the Clark County Office, Arkansas Cooperative Extension Service

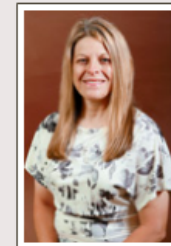
We are part of the University of Arkansas Cooperative Extension Service's statewide network and the U of A System's Division of Agriculture. Our mission is to provide research-based information through non-formal education to help all Arkansans improve their economics well-being and the quality of lives. Whether it's agriculture, 4-H, family and consumer science, or community development, our Clark County office is at your service.



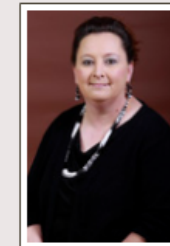
## Clark Staff



Amy Simpson  
CEA - Staff Chair  
[asimpson@uaex.edu](mailto:asimpson@uaex.edu)



Cindy Ham  
CEA - 4-H/Agriculture  
[cham@uaex.edu](mailto:cham@uaex.edu)



JoAnn Vann  
CEA - FCS  
[jvann@uaex.edu](mailto:jvann@uaex.edu)



## Connect With Us



## News & Events



4-H Color Splash Fun Run

## Featured County Resources

Ag and Natural Resources  
Arkansas Row Crops  
Arkansas Animal and Forage Resources  
Master Gardeners  
Forestry  
Lawn and Garden

Family and Consumer Sciences  
Food & Nutrition  
Health & Aging  
Volunteers  
Family Life

4-H and Youth Development  
Activities & Projects  
Awards  
Events



# Overview of our Enewsletter system

- ▶ Can add e-news signup for single newsletter



## Arkansas Fruit, Vegetable, and Nut Update

### Wet Spring, Perfect Storm for Disease Development in Strawberry Production

By Jackie Lee - May 05, 2017

The strawberry crop has made it through a few scares already this season, is it almost over?

tags: Fruit, Pests

### Heavy rains, floods and what can be done in fruit and vegetable farms to protect crops

By Amanda McWhirt - May 05, 2017

Just over a week ago more than 10" of rain fell in less than 24 hours in some parts of the state. Here are a few considerations fruit and vegetable growers should make as we get a string of much needed sunny days over the next week.

tags: Fruit, Vegetables

### Slugs and Snails and Strawberry tales

By Jackie Lee - May 05, 2017

#### Media Contact

Amanda McWhirt

Extension Horticulture Production Specialist

Phone: 501-671-2229

Fax: 501-671-2252

Email: [amcwhirt@uaex.edu](mailto:amcwhirt@uaex.edu)

Dr. Jackie Lee

Extension Horticulture IPM Specialist

Phone: (501) 671-2191

Fax: (501) 671-2252

Email: [jalee@uaex.edu](mailto:jalee@uaex.edu)

Office:

University of Arkansas

Dept. of Horticulture

310 Plant Sciences Building

Fayetteville, AR 72701

#### Related Links

Sign up to receive an email update when a new post is made to our blog!

Sign Up Now

For Email Marketing you can trust.



QUESTIONS?

# Demonstration, anyone?

Constant Contact

Canva

PicMonkey

Amy Cole  
Digital Media Program Director  
[accole@uaex.edu](mailto:accole@uaex.edu)