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DANRIS: it's a collaboration tool, too

It may be a bit unusual for someone who didn't have a hand in its development to describe an information system as "exciting." But then, the people who got to try out DANRIS—the Division's new program reporting system—before its Jan. 11 introduction were obviously enthusiastic about what it has to offer.

DANRIS might be a first: a web-based, searchable reporting system designed to be as useful to AES and CE academics as it is to Division administrators and staff.

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'Odyssey 2001' gets under way

As we go to press, an estimated 500 DANR academics, staff and administrators are attending "Odyssey 2001" in Riverside. Look for a full report on the statewide conference in our next issue.

Division streamlines process for preparing, submitting workgroup proposals

Workgroups will find it easier and faster this year to prepare their proposals for Division funding. They'll have fewer numbers to crunch. A website will enable members of each group to collaborate on their proposal online. And they can request two years of funding, instead of just one.

About \$1.5 million is available to fund DANR workgroup activities in FY 2001-02.

After last year's round of funding, a focus group and pilot test were conducted to make the proposal process more efficient—and this year's call, issued Feb. 15, incorporates innovations resulting from the feedback received in those sessions. This proposal cycle also makes greater use of available technology to cut paperwork and increase opportunities for collaboration.

For the first time, this year all proposals must be

submitted electronically, at a special website established for this RFP. The deadline: 5 p.m., Monday, April 16.

In addition, those proposing to establish new workgroups are asked to provide a notice of intent by email (workgroups@ucop.edu) by March 9.

Another new feature is that workgroups can now request two full years of funding (from July 1, 2001 through June 30, 2003).

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Stories about ANR people and programs

Spanish Broadcast and Media Services: helping the University reach Spanish-speaking audiences

By *Gabriele Kassner*

Right after the Northridge earthquake struck on Jan. 17, 1994, many Angelinos turned on their battery-powered radios. They wanted reliable news about what had happened. And as they cleaned up and began rebuilding, they stayed tuned to their local stations to get advice from local authorities and others about how to reassemble their lives.

For the area's Spanish-speaking residents, however,

this kind of valuable information was harder to come by—at least at first.

"Many Spanish-language radio stations have limited staff," said *Myriam Grajales-Hall*, program manager of ANR's Spanish Broadcast and Media Services. "And in a disaster, they don't have access to ex-



J.J. Gould (left), Myriam Grajales-Hall, Lisa Rawleigh, Alberto Hauffen

perts or other sources they can rely on."

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Workgroup funding

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That mean they can skip the 2002-03 RFP entirely.

Moreover, some of the budget details required for previous proposals have been eliminated. As a result, the process of obtaining funding for normal activities such as meetings, in-service training and other start-up or ongoing operations is simplified. The Division will now apply a standard allocation to these activities. This change will permit workgroup members to focus on their research and extension projects.

They'll also be able to collaborate in the writing of their proposals much more easily. It can be done online by accessing the "Workgroup Call on the Web," site.

In fact, a proposal can stay online in draft form until April 16—it doesn't get submitted until the chair "pushes the button."

A unique password and instructions for accessing the website are being issued to the chair of each workgroup.

Using this password, the chair or workgroup convener, and those they designate, have exclusive access to the workgroup's proposal file. Workgroup chairs who have not received their passwords by Feb. 26 should send a notification by email to workgroups@ucop.edu.

The "Call for DANR Workgroup Proposals for FY 2001-02 and FY 2002-03" was emailed to current workgroup chairs, deans, regional directors and program leaders for further distribution and was simultaneously posted on the Division's website (<http://danr.ucop.edu/>) on Feb. 15.

Farm advisor Steve Sibbett retires after 35 years with UC Cooperative Extension

By Jeannette Warnert

Steve Sibbett, farm advisor in Tulare County, retired Feb. 1 after a 35-year career managing a distinguished research and education program in nut crops, prunes, olives, apples and pears.

"Steve's career in Tulare County has been one of outstanding contributions," said County Director *Jim Sullins*. "His long tenure gave him a unique perspective on industry change and contributed tremendously to his problem-solving success."

"It's been a good run," Sibbett said.

"It has been gratifying to see our local industry implementation profitable cultural changes brought about by the educational efforts that UCCE in Tulare County has developed over the years."

Sibbett conceived the first UC Cooperative Extension short courses—in-depth sessions that cover many as-

pects related to production of a single commodity—initiating an educational method that is now a Cooperative Extension mainstay.

Sibbett's programs made a significant difference in the success of the county's farmers. For example, Tulare County was once considered a district that produced heavy crops of small-sized prunes. Sibbett developed pruning, thinning, bee management and harvest guidelines that resulted in solid crops of high-quality, good-sized prunes.

He also had a major impact on the establishment of California's pecan industry. He conducted research to determine the nut's viability as a crop in the state. Now, 3,500 acres of pecans are grown commercially in California.

More recently, Sibbett determined optimal harvest guidelines for olive growers to maximize production and value, guidelines that can add \$1,500 per acre to olive growers' profits.

During his career, Sibbett authored or co-authored 66 peer-reviewed scientific publications and 58 peer-reviewed ANR publications or chapters. He wrote or contributed to 455 abstracts, articles, publications and books.

A native of San Francisco, Sibbett spent free time during his youth working on a family farm.

He earned a bachelor's degree in pomology at UC Davis in 1963, and a master's degree at the University of Arizona in plant science in 1965.

He joined the Tulare County CE staff in 1966.

Even though Sibbett said he looks forward to having the time and flexibility during his retirement to pursue his hobbies—especially fishing—he won't close the door on his agricultural research program just yet. Sibbett plans to finish a new olive manual and complete research projects that he has under way.

Names in the news

■ *James Hill*, an extension specialist in rice and former chair of the UC Davis department of agronomy and range science, was elected a fellow of the American Society of Agronomy. It is the highest honor bestowed on members of ASA. Hill is recognized internationally for work that led to the rapid adoption of newer, high-yielding rice varieties and innovative weed control practices in California. The farming practices he developed to prevent herbicide runoff in rice field tailwater helped rice growers reduce water pollution by 98 percent.

Ag health and safety grants

One year of seed feeding is available for new projects aimed at ag health and safety research and outreach efforts. Deadline for submitting proposals to the Ag Health and Safety Center at UC Davis is March 2. For more information, go to <http://agcenter.ucdavis.edu/agcenter/>

Call for annual workgroup reports

By April 16, all workgroup chairs must submit a report for FY 2000-01, using the ANR "Workgroup Call on the Web" site. Go to ANR's homepage for details.

A report is required from each ratified DANR workgroup and other groups receiving workgroup funding in FY 2000-01, whether or not the workgroup submits a proposal for new funding.

DANRIS reporting system (from p. 1)

“This system,” Regional Director *Susan Laughlin* told her advisors, “will allow not only administrators, but each one of us, to search the database by keyword.”

By using this feature, academic members of the Division will have access to a powerful “collaboration tool,” said *Milton Fujii*, assistant vice president for planning and budget. They’ll be able to pull up “information about the work of their colleagues, so that they can connect with them—either one-on-one or in workgroups—to share their expertise, pool their resources and work jointly on projects,” he said.

The database “will also be extremely helpful in promoting the value of our work to decision-makers” and the general public, Laughlin added.

DANRIS was created to answer the question, “Who is doing what in the Division?” Fujii said. His office developed the system in conjunction with programmers from the Office of the President’s Information Systems and Computing group. Requests from “throughout the organization for a rapidly accessible, comprehensive source of data on AES and CE programs” sparked its development, he said.

Initiation of the system is an “exciting announcement,” Laughlin said, adding “It is the first time in many years that we will have this capacity.” She asked the advisors in her region to enter their data into the system by the end of this month. “It will be of great benefit to all of us,” she told them. “I found

that it takes only ten to fifteen minutes to get the basic data in. Of course, entering narrative data will take a little longer.”

DANRIS will be an important tool for collaboration, Fujii said, because “The Division is trying to increase the integration of the research and the outreach sides of the organization. Yet many faculty members may not know all of the advisors who are concerned with their specialty area and whose work could benefit from their work and whose guidance could help their research be more effective and relevant. It’s hard to know that, when there are 1,100 academics in the organization.” Accessing one database, he said, is a lot easier and more efficient than searching through many campus or regional directories.

Since DANRIS will provide a full description of ANR’s programmatic work, the administration will be able to download the database at the end of each June for a “snapshot of what the programs look like each year,” Fujii said. “People can then search this file and compare the data to the historical archive that will be built up beginning with this year.”

The DANRIS database will be particularly valuable to the program planning advisory committees (PPACs) and workgroups, who will use the information it offers to identify and collectively address program priorities.

Administrators at all levels of the organization, including the Program

Thank you

Dear Colleagues,

My family and I deeply appreciate the words of sympathy and concern and the many kindnesses that we have received from throughout the university community since Carol’s death on Dec. 25.

On behalf of my family, I want to express our gratitude for the hundreds of cards, notes and calls in which you shared your memories of Carol with us and extended your condolences. These outpourings of support have been a great comfort to us all.

Reg Gomes

Council, will use DANRIS data to guide budgetary allocations. And various administrative groups will tap it to provide annual overviews of UC research and extension accomplishments to external stakeholders and others.

Fujii said that since the database will have many uses, everyone in the Division has a stake in the information being complete. “What’s required is for all CE advisors and specialists and all faculty holding AES appointments to ensure that their program information is entered into the system and then updated annually,” he said. The information can be input from any computer, even from home.

To start the files, Fujii’s group is now downloading information that faculty members previously entered into the federal CRIS database of AES research projects.

“We are preloading DANRIS with data from the CRIS system because we have the data and we can do it efficiently,” Fujii said. “We are doing this as a one-time effort for everyone who has a CRIS project.” He added that after this, every-

one will be responsible for keeping his or her own file current in DANRIS.

Advisors are being asked to enter their own data onto the DANRIS website by the end of February.

Because advisors don’t have CRIS projects, there’s no data that Fujii’s group can preload into the system for them.

DANRIS was pilot tested by advisors, specialists and faculty members and previewed by the Program Council to help ensure it is user-friendly, Fujii said. Onscreen instructions and an online help feature have also been provided.

There are other potential uses for DANRIS files as well. For example, many academics will find it handy to download parts of their file for their promotion packages.

And these files will probably come in handy when they’re preparing grant applications or when they need to describe their programs for public relations or fundraising campaigns. Obtaining this information could be as easy as entering a few “copy,” “paste” and “send” commands.

Spanish Broadcast and Media Services

(from p. 1)

To fill this gap, the folks at Spanish Broadcast and Media Services set aside their other assignments whenever catastrophe strikes in California. Their focus is on a new priority: providing disaster assistance to Spanish-speaking audiences through Radio Noticias, their monthly news and information service.

Radio Noticias has been reaching out to California's Spanish-speaking communities since 1981. The service was started after studies revealed that radio is a good way to bring the Division's research and extension information to this target audience, Grajales-Hall said. Initially, Radio Noticias furnished its typical monthly radio feed of news briefs, feature stories and public service announcements to 20 radio stations in California. Today, its award-winning broadcasts are carried by 135 stations nationwide and three international networks.

Radio Noticias listeners know they can look forward to receiving practical information.

"We try to anticipate their needs," Grajales-Hall said. "When there is a disaster, for example, and there is the need to provide particular information on a particular subject, we try to be ready by having that information available."

After the Northridge quake, Grajales-Hall and senior public information representative *Alberto Hauffen* worked overtime to prepare a special Radio Noticias news package for those living in the stricken area. "We all pitched in," she said. "Our unit has all the

equipment. And since we can produce everything in-house and get it out in two or three days, it was really just a matter of deciding which topics were of priority," she said.

To help them determine those priorities, they conducted telephone interviews with experts at local agencies and at UC Berkeley, UC Irvine, Lawrence Livermore National Lab, UCLA, UC Riverside, UC San Francisco and UC Santa Cruz.

Then Grajales-Hall and Hauffen wrote and produced 26 one-minute segments or "cortes" that the Radio Noticias distribution crew—*Lisa Rawleigh* and *J.J. Gould*—shipped overnight to the region's Spanish language radio stations. Among the topics covered: how to

access UCLA's counseling hotline and agencies like FEMA; what experts had to say about freeway and overpass construction, building safety, easing children's fears, food safety and the physical and psychological ailments that often crop up after disasters. UCR specialist *Karen Varcoe* gave tips on avoiding consumer fraud when buying a new home or rebuilding. UCB specialist *Joanne Ikeda* discussed putting together a food plan for emergencies.

Radio Noticias has compiled similar special news and information packages in response to the Northern California floods, the big Central Valley freeze, the effects of El Nino and last year's Cerro Grande fire at Los Alamos, the largest and most destructive in New Mexico's history.

Recently, Radio Noticias

upgraded its equipment—its news and information packages are now available on compact discs. "This format allows users to select the cuts they want to broadcast, and a CD offers better sound quality," Grajales-Hall said. The decision to upgrade to a digital format, she said, was based on a needs assessment of service subscribers.

But helping communities cope with calamity is only one of the things Spanish Broadcast and Media Services is known for.

The rest of the time the unit collaborates with ANR researchers, advisors, specialists and program staffs to prepare and issue a wide range of research-based information and public outreach findings of interest to Spanish-speaking audiences. The material includes news articles, public service messages, camera-ready news briefs, feature stories, and scripts for video and slide sets on issues such as health, family well being, nutrition and food safety, parenting, immigration, community and youth development, and science and technology. In addition to its Radio Noticias subscribers, Spanish Broadcast and Media Services works with 22 Spanish-language television stations and 145 Spanish or bilingual publications. It offers its products free as a public service to any bona fide media organization.

The unit also provides translations, or as Grajales-Hall put it, "adaptations." "We can assist the counties, programs, regions and workgroups in adapting smaller publications, such as brochures and booklets,"

continued on next page

Services you can count on

Spanish Broadcast and Media Services is geared to help ANR researchers, advisors, specialists and program staffs reach Spanish-language audiences by:

- Producing news segments and interviews over Radio Noticias
- Preparing and disseminating news releases, feature stories, media advisories, announcements, camera-ready news briefs and media kits
- Writing or adapting into Spanish print and visual materials, such as public service announcements, scripts for videos and slide sets, booklets, handouts, brochures
- Assisting in identifying and developing communication opportunities and outreach programs and effective delivery methods
- Designing and implementing mass media and social marketing campaigns
- Conducting media surveys, visiting Spanish-language media, ascertaining Spanish-language information needs and potentials and designing strategies to meet those needs
- Helping them learn Spanish-language skills or improve them through the use of materials in its lending library

Spanish Broadcast and Media Services

(from p. 4)

she said. In addition, the unit keeps translation equipment for staff of the Central Coast and Southern Region to use for seminars, workshops and field days.

Spanish Broadcast and Media Services works on special projects as well. In 1996, Grajales-Hall helped UCD specialist *Jim Grieshop* and research specialist *Martha Stiles* implement a social marketing campaign in the Central Valley to promote farm worker motor vehicle safety, using "La Loteria del Manejo Seguro."

The unit also compiled Spanish-language consumer information fact sheets for the California Department of Pesticide Regulation. And it received a USDA grant to develop a series of 53 bilingual handouts, "Learning for Better Living," for national distribution.

For Division employees seeking to improve their Spanish-language skills, the unit provides the "Communicate in Spanish Lending Library." "They find our materials very helpful," Grajales-Hall said.

The quality of the unit's work and its importance to the communities it serves have been recognized by professional organizations. In 1999, Radio Noticias received the Excellence in Journalism award from the Society of Professional Journalists. Academic Assembly Council also singled out Spanish Broadcast and Media Services' contributions to "Gateway to a Better Life," a UCCE program for teaching life skills to people entering the workforce. In addition, Grajales-Hall has

been the recipient of major awards from Agricultural Communicators in Education (ACE), an international group.

Though California's Spanish-speaking population is their primary audience, the rapid growth of the Latino population in other parts of the country means they now receive many requests from other states—from Cooperative Extension offices and other agencies who want to have information in Spanish. "We now distribute many of our materials nationwide," Grajales-Hall said. "We have found that with the growth of the Spanish-speaking population, many individuals prefer to get information in their native language. And many studies have been done showing that when information is in the language in which you prefer to get it, it has more impact—it is going to stay with you longer."

For the past six years the unit has also collaborated with University and External Relations in the Office of the President, providing Spanish-language radio services and, more recently, helping them with print materials such as news releases, op-ed pieces and news briefs.

Recently, they worked on another plum assignment: producing a special CD for the Office of Educational Outreach. Its theme: letting Latino students and parents know that UC is still affordable and accessible and that financial aid is available, Grajales-Hall said.

"We are very proud of the work that we do," she said. "We invite specialists,

New plant pathologist to sleuth oak deaths, other forest diseases

By *John Stumbos*

Matteo Garbelotto, an expert in forest fungal diseases, has been named a Cooperative Extension specialist. He will play an integral role in investigating and managing the diseases killing California's oaks and pines.

"This new position is an essential addition to our sudden oak death team," said *James Bartolome*, professor and chair of the Ecosystem Sciences Division at the UC Berkeley College of Natural Resources. "As a staff researcher, Matteo Garbelotto was instrumental in deciphering the genetic structure of new pathogens causing widespread mortality of native oaks in Central and Northern California. As an extension specialist, he will expand his role to educate Californians on these and other diseases."

Garbelotto will emphasize an integrated pest management approach to the oak death problem. The epidemic is currently affecting tan oaks and coast live oaks only in coastal areas. Public and private land managers want to keep the problem from spreading to other oak woodland areas rimming the Central Valley.

Another of Garbelotto's high-profile research areas is pitch canker, a disease kill-

advisors, researchers and program staffs to take full advantage of all the services we provide, so that California's Spanish-speaking population can also benefit from their programs."

ing coastal Monterey pines. The plant pathologist is looking at a new molecular-based approach to detect and quantify the fungus causing pitch canker disease.

He is also studying how fire exclusion, logging, urbanization and other human habitat modifications are affecting the evolution of fungi. In a study of the root rot fungus *Heterobasidion annosum*, Garbelotto produced ground-breaking research that showed hybridization and gene transfer among different pathogenic species (Nature, May 2000).

Other areas Garbelotto will be working on include an early detection method of wood decay fungi for urban or landscape trees, and molecular monitoring techniques for edible mushrooms that could be used to study the effects of different land management practices on mushroom production. He also has a special interest in reaching out to minorities in his forestry and urban tree landscape extension programs.

"I am committed to expanding both forestry and urban forestry extension and outreach activities to minority groups who may have been excluded by English-only programs in the past," he said.

Garbelotto earned both a masters and doctorate in plant pathology at Cal and, since 1994, has taught UC Berkeley classes in molecular cell biology, mycology, microbiology and forest pathology. He is a native of Italy.

He can be contacted at 510/643-6236 or matteo@nature.berkeley.edu.



COMING UP

MARCH

Families Facing the Future with Hope

March 16; Sacramento; Mary Blackburn (510/639-1274)

Pomology Extension Continuing Conf.

March 22-23; Santa Rosa; Rick Buchner (530/527-3101; rpbuchner@ucdavis.edu) or Chuck Ingels (916/875-6913; caingels@ucdavis.edu)

Partnerships for Sustaining Calif. Ag: Profit, Environment and Community

March 27-28; Woodland; www.sarep.ucdavis.edu/agpartners

UC Salinity/Drainage Annual Conference

March 28; Sacramento; 909/787-4327 www.waterresources.ucr.edu

Groundwater Protection Areas Symposium

March 29; UC Davis; Larry Schwankl (530/752-4634; ljschwankl@ucdavis.edu)

APRIL

Intermittent Streams Workshop

April 11-12; San Luis Obispo; Bill Tietje (805/781-5938; wdtietje@ucdavis.edu) or Royce Larsen (805/237-3101; relarsen@ucdavis.edu)

Sierra Foothill REC Beef & Range Field Day

April 19; Browns Valley; Chris Feddersen (530/639-8800; cafeddersen@ucdavis.edu)

Natural Resources Coordinating Conf.

April 24-25; Newport Beach; Field Tour April 25, Camp Pendleton; Joni Rippee (riptide@nature.berkeley.edu)

Calif. Communities Continuing Conf.

April 25-26; Davis; Dave Campbell (530/754-6188; dave.c.campbell@ucdavis.edu)

MAY

Ag Futures Conference

May 8; Kearney REC; Fred Swanson (559/646-6060; fswanson@uckac.edu)

JUNE

Sustained Management of Irrigated Land for Salinity and Toxic Element Control

June 25-27; Riverside; <http://www.usss.ars.usda.gov/issc-b3/issc.htm>

Conservation Tillage 2001

June 26; Five Points
June 28; Davis; Jeff Mitchell (559/646-6565; mitchell@uckac.edu)

OCTOBER

Oaks in Calif. Changing Landscape

Oct. 22-25; San Diego; <http://danr.ucop.edu/ihrmp/symposium.html>

To list events, call 510/987-0631 or send to ANR Report

SAREP offers grants

SAREP has issued a request for proposals (RFPs) for targeted research and education projects focusing on optimizing organic production, optimizing biologically integrated farming systems (research linked to an existing project), and promoting the development of sustainable community food systems.

Total funding available is expected to be about \$125,000. SAREP expects to offer grants with typical awards of \$5,000 to \$20,000, but larger budgets will be considered if well justified.

All proposals are due April 3; grant awards will be allocated in July. RFPs are posted on SAREP's website (www.sarep.ucdavis.edu/grants/rfp/2001/RFP2001.htm).

For more information, please contact SAREP grants manager *Bev Ransom* at (530/754-8546 or baransom@ucdavis.edu).

Sierra Foothill REC issues call for proposals

The Sierra Foothill Research and Extension Center (SFREC) is soliciting proposals for new and continuing research for the upcoming program year—May 1 through April 30.

Proposals are due at SFREC by March 9. The center expects to award 6,000 hours of labor to assist research; 1,000 hours will be available for new projects.

The center comprises 5,721 acres of northern Sierra foothill oak woodland-annual grass rangeland. Several watersheds fall within its boundaries, and the Yuba River flows along its southern edge (4 miles of access below Englebright Dam), offering opportunities for water-quality and riparian-habitat studies. The center has 270 acres of irrigated pasture, with a resident herd of 350 cows and 100 yearlings.

Other resources include a weather station, GIS database and other long-term databases related to: hardwoods and annual rangeland pasture use by cattle; beef cattle fertility, disease and production levels; stream hydrology in managed watersheds; climate and range forage yields.

Facilities include a laboratory for chemical and biological analyses, meeting rooms, an 11-bed dormitory and six cattle-working areas.

For more information, contact *Mike Connor* (530/639-8803; for proposal forms, contact *Chris Feddersen* (530/639-8800); or download them from ANR research and extension centers' website (<http://danrrec.ucdavis.edu/>).

On the move

Executive Director *Steve Nation* has announced that *Pamela Kan-Rice*, managing editor of California Agriculture, has been named assistant director for news and information outreach in the Office of Governmental and External Relations. She begins her new assignment March 1.

Last year, Kan-Rice received the Agricultural Communicators in Education's Pioneer Award. The award is given to communicators who have demonstrated exceptional leadership and technical skills and made significant contributions to ACE.

ANR REPORT

DIVISION OF AGRICULTURE AND NATURAL RESOURCES: Serving California through the creation, development and application of knowledge in agricultural, natural and human resources. We invite you to visit ANR's website: <http://danr.ucop.edu>, where you can also access the current issue of *ANR Report* as well as archives by simply clicking on the publications button.

Send news items and comments to Gabriele Kassner, *ANR Report* editor, Office of Governmental & External Relations, 1111 Franklin St., 6th Floor, Oakland, CA 94607-5200. Telephone: 510/987-0631; fax: 510/465-2659; email: gabriele.kassner@ucop.edu

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