

Ohio State University Extension 2004 Buckeye Yard & Garden Line Evaluation Survey

Amy K. Stone and James A. Chatfield

Summary

A total of 182 respondents completed and returned the 2004 *Buckeye Yard & Garden Line (BYGL) Survey*. From their subscriptions, information from *BYGL* is then further disseminated to more than 845,000 additional persons through radio programs, newspaper columns and articles, Master Gardener volunteers, students, and other green-industry employees.

Typical comments from respondents included: "I have learned so much." "A must read upon arrival." "*BYGL* makes me look smart." "Very informative and timely; very useful. I look forward to every issue."

Some 91% of the survey respondents agreed that *BYGL* was useful to their job and business. For the individuals who responded to the survey, *BYGL* has had an estimated economic impact of more than \$250,000. This is a significant under-representation of the economic impact, since no attempt was made to translate the reported impact to the overall *BYGL* audience.

Introduction

The *Buckeye Yard and Garden Line (BYGL)* is one of the key ways through which Ohio State University Extension and the Extension Nursery Landscape and Turf (ENLT) Team provide ornamental-plant and plant-problem information to the green industry, Extension offices, and the general public. This article answers some questions about *BYGL* and provides the results of the 2004 *BYGL* Evaluation Survey.

What Is *BYGL*?

The *Buckeye Yard and Garden Line (BYGL)* is a weekly update in the form of a horticultural newsletter. It is written by Ohio State University Extension educators and specialists, from a conference call held every Tuesday from April-September. *BYGL* is funded by the Ohio Nursery and Landscape Association (ONLA) and OSU Extension, with additional contributions from the Ohio Chapter of the International Society of Arboriculture (Ohio-ISA).

Who Is *BYGL*'s Audience?

BYGL is written for green-industry professionals, Extension Educators, Extension Master Gardener Volunteers, and other horticulturists in Ohio and throughout the United States, especially the Midwest.

Amy K. Stone, Ohio State University Extension, Lucas County; and James A. Chatfield, Ohio State University Extension Center at Wooster, Horticulture and Crop Science.

Some of those receiving *BYGL* are members of the following: ONLA; ISA; Ohio Turfgrass Foundation (OTF); Ohio Florists Association (OFA); Ohio Fruit Growers Association; Ohio Vegetable and Potato Growers Association; Ohio Christmas Tree Association; Ohio Lawn Care Association (OLCA); Ohio Association of Garden Clubs; Ohio Sod Producers Association; American Association of Botanical Gardens and Arboreta (AABGA); American Horticultural Society (AHS); Associated Landscape Contractors of America (ALCA); American Community Gardening Association (ACGA); Perennial Plant Association (PPA); and Professional Grounds Management Society (PGMS).

How Do You Receive *BYGL*?

There are three ways to receive *BYGL* — by e-mail, by fax subscription, and by going directly on the World Wide Web. Here's how:

- By e-mail: simply send your e-mail address to Jim Chatfield:
chatfield.1@osu.edu
- On the World Wide Web: Access *Buckeye Yard and Garden onLine* on Ohio State University's *Horticulture and Crop Science in Virtual Perspective*
<http://bygl.osu.edu/>
- For fax newsletter subscriptions, contact one of these Ohio State University Extension offices:

Clark County
Pam Bennett
937-328-4607

Clermont County
Gary Gao
513-732-7070

Cuyahoga County
Tim Malinich
216-397-6000

Franklin County
Jane Martin
614-247-6046

Hamilton County
Joe Boggs
513-946-8993

Lake County
Randy Zondag
440-350-2269

Lucas County
Amy Stone
419-578-6783

Montgomery County
Pete Lane
937-224-9654

Putnam County
Glen Arnold
419-523-6294

Is There a Cost for *BYGL*?

Fax subscriptions have a \$40 fee to cover phone line costs. If you are a member of the Ohio Nursery and Landscape Association (ONLA), the Ohio Chapter of the International Society of Arboriculture (Ohio-ISA), or the Ohio Turfgrass Foundation (OTF), this fee is waived as part of your membership benefits.

Where Can You Find the Time for *BYGL*?

Reading time during the growing season comes at a premium, and that is why *BYGL* is formatted in short bytes — one to two paragraphs — of the most relevant

information on a particular topic. We also strive for a lively, user-friendly, and humorous style.

What Is *Buckeye Yard & Garden onLine*?

This is the World Wide Web version of *BYGL*, and it comes not only with the text of *BYGL* available, but also with hot links to color images of pests and plants referenced in the *BYGL*, and to more than 260,000 pages of information from Ohio State University and other land-grant universities.

What Is *BYGLive!*?

BYGLive! is a series of informal programs held at arboreta throughout Ohio. The participants have a chance to see plants and plant and pest development throughout the season, to do some diagnostic troubleshooting, and to provide observations and insights that will add to the *BYGL*. The dates, times, locations, and contacts for each of these programs will be listed in the upcoming event section of *BYGL*. Stay tuned to find out where the closest *BYGLive!* will be held in your part of the state.

Survey Results

Total Number of Returns: 182

I. General Background Questions

A. What is your primary type of business, operation, or profession?

Number of Commercial or For-Profit Companies: 89

(i.e., nursery; greenhouse; golf course; lawn-care service; contract landscape maintenance; tree care/arborist; garden center; industrial

or office park/plant; landscape architect/designer; or supplier/dealer)

Number of Non-Profit Companies: 64

(i.e., Extension; park, school, college, or university; museum; cemetery/memorial garden; or government facility)

Number of Non-Professional Readers: 25 (i.e., home gardener or Extension Master Gardener)

B. Are you a member of the following (please select all that apply):

Ohio Nursery and Landscape Association: 53

International Society of Arboriculture: 26

Ohio Turfgrass Foundation: 42

C. How do you receive *BYGL*?

E-mail — 147

Fax — 22

D. Do you share your *BYGL* with others?

Yes — 125

No — 37

II. *BYGL* Impact and Usefulness

A. How strongly do you agree with each of the following statements? Please write down the most appropriate response.

SA = Strongly Agree

A = Agree

N = Neutral

D = Disagree

SD = Strongly Disagree

NA = Not Applicable

1. *BYGL* was useful to my job and business:

SA = 98

A = 56

N = 00

D = 00

SD = 00

NA = 14

2. *BYGL* helped in answering client/customer questions:

SA = 84

A = 60

N = 04
 D = 00
 SD = 00
 NA = 19

3. I (we) changed some horticultural practices based on information in BYGL.

SA = 31
 A = 87
 N = 35
 D = 01
 SD = 00
 NA = 14

4. I (we) changed some pest management practices based on information in BYGL.

SA = 34
 A = 93
 N = 30
 D = 00
 SD = 00
 NA = 30

5. BYGL has resulted in improved customer service in our company or business.

SA = 43
 A = 63
 N = 21
 D = 00
 SD = 00
 NA = 39

B. What have you learned from BYGL this season? Please fill in the blank following each statement.

- | | |
|---|-------|
| 1. Number of new insects learned: | 1,967 |
| 2. Number of new diseases learned: | 374 |
| 3. Number of new cultural (non-insect, non-disease) problems learned: | 276 |
| 4. Number of times pesticide use was improved: | 2,236 |

C. Has the information in BYGL saved your company money or increased your net profit?

Yes — 81
 No — 47

1. If you answered “Yes” to question C, please check all that apply. This

information will only be used for reporting the economic impacts of BYGL.

Time savings to you and your operation =	46
Reduction of pesticide usage =	53
Proper selection of plant material =	34
Proper selection of pesticides =	54
Improved customer service =	53

Selected Comments

One of the best publications out there — very helpful. I use the information continually. It is accurate and up-to-date. Keep up the good work.

— Alan Klonowski
 Ohio Chapter of the ISA

A continuing education of sorts for us. BYGL gives us the current and updated information that we need to know to share with customers and employees about what is happening in the Central Ohio landscape.

— Cindy Dill
 Dalgara’s Landscaping and Garden Center

Publication is very useful for employees. It is required reading for all staff and personnel (full-time, part-time, and seasonal).

— David Gasior
 Village Green

The first place our Master Gardeners check for current horticulture information.

— Dusty Sonnenberg
 OSU Extension, Henry County

BYGL is very helpful to our company and customers. Keep up the good work!

— Keith Hiser
 Wasson Nursery

Essential to the green industry! It keeps us up-to-date on the latest disease and insect information.

*— Lisa Huddy
City of Upper Arlington*

A very valuable tool in helping individuals with the seasonal mystery bugs!

*— Richard Sorg
Muskingum Soil and Water Conservation
District*

By all means, one of the most important sources of weekly information.

*— Ron Wilson
William A. Natorp Co.*

Keep up the growing degree days things – it is sinking in. THANK YOU!

*— Susan Muenzer
Nilsson's,
A Full Service Landscape Co.*

