

GETTING THE WORD OUT: FHTET AND INVASIVE.ORG COLLABORATIONS

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Abstract

The USDA Forest Service, Forest Health Protection, Forest Health Technology Enterprise Team (FHTET) publishes several forest health publications each year. These are high quality, full-color and highly requested publications that are distributed through traditional channels. The full-color photographs makes these publications extremely popular and useful, but quite costly to produce.

However, many people have not been able to obtain desired numbers of copies for a variety of reasons including:

- 1) distribution problems
- 2) supplies being exhausted since they are costly to produce
- 3) simply because the target user groups are not aware of them

Collaboration between FHTET and the University of Georgia, Bugwood Network has resulted in:

1. Photographs and images in the FHTET publications available through Invasive.org

(www.invasive.org) and Forestry Images (www.forestryimages.org)

2. Text of the publications available in a web-based searchable format
3. Users able to find and download only those pages, images and sections of interest on an "as-needed" basis

Through Invasive.org www.invasive.org, we have extended the information and images contained in several recent FHTET publications to audiences across the U.S. and around the world. Additional images and information on these and other topics are provided through Invasive.org.

Linking content from multiple sources in an integrated, user-friendly, web-accessible environment increases their availability and value. As of December 2004, Invasive.org and Forestry Images together made 23,000+ images from over 730 photographers available for educational uses in multiple jpeg downloaded resolutions.