

International IPM Symposium
Media/Outreach Committee
July 27, 2011

Confirmed available:
Elaine Wolf, Brenna Wanous, Kaci Buhl, Marion Murray, Jack Marlowe

Agenda:

- 1) Important ***draft timeline*** dates:
 - a. October 1 – Press Release: Call for Award Nominations, Posters, Registration opens
 - b. December 15-31 – Posters due, Award nominations due
- 2) Contact lists – A review of available resources
 - a. **Individual contacts** – Maintained by Elaine Wolff
 - i. People who attended previously
 - ii. People who signed up on the website
 - iii. People who were referred by a planning committee member
 - b. **Group contacts** – Maintained by Kaci Buhl
 - i. Groups with newsletters/list-serves related to IPM disciplines
 - ii. Associations, companies, etc.
 - iii. Need to add media contacts, including local media outlets, University-based media centers (University of TN, etc.), national/international science desks (CNN, BBC, etc.)
 - c. **Local contacts** – Maintained by Kaci Buhl
 - i. Individuals and groups in TN, MO, AR, KY, IL, MS, IN, AL, LA
 - ii. State and County Extension, PESP members, pesticide agencies, commodity groups, vector control agencies
 - iii. May be more likely to attend/sponsor because of proximity to Memphis
- 3) Plenary Speakers
 - a. We have descriptions (bios) and photos for each
 - b. Need to use social media to generate buzz and hold interest
- 4) Press Releases
 - a. Elaine will draft; committee will review. Thanks Elaine!
 - b. Combined announcement in September/October?
 - c. Need a volunteer to send this announcement to all Group contacts, when it's ready.
 - i. This involves submitting dozens of newsletter items, sending emails, filling out submission forms, etc.
- 5) What next?