IYRP North America Communications Team

Meeting Minutes

December 15, 2022

Attendance: Barb, Lauren, Courtney, Elena, Mark, Alejandra, Diego, Peter

Next meeting: January 23rd 1-2 Pacific and 2-3 Mountain

Sub-committee updates:

**Film Festival Team: Courtney**

Our presentation at SRM was accepted and is scheduled for the social science on the range session on Wednesday Feb. 15th from 1-3. We will be discussing using film to share stories of rangelands and the people that work and live on them. We have a draft rubric, call for films, and timeline we will be discussing with Ann next week and hope to present in January to the SRM Board of Directors and 2024 Planning Committee to get approval to host a film “watch party” and present awards at SRM 2024.

**Outreach Materials Team: Lauren**

Svejcar and Coppock are leading a global IYRP symposium (virtual SRM, Feb 7, 8-10am PST [I think]) and NA IYRP workshop (Boise SRM, Feb 13, 1-3pm PST) at the upcoming SRM meeting in Boise. One of the goals for the NA IYRP workshop is to garner support from the greater NA community to help create and provide feedback on content such as outreach materials and videos.

It would be wonderful to find funding for Jonathan who is currently putting together videos for us pro-bono. I’ll ask people attending the SRM IYRP NA workshop (Feb 13, Boise SRM 1-3pm PST)

**Conferences: Alejandra and Diego**

Nothing new to report

Diego and Alejandra will make a list of organizations to reach out to, and when 2023 conferences will be. Email diego: dgm@ciencias.unam.mx

Alejandra will reach out to ESA rangeland section to find out about the session they organized (early January).

**Documentary Film: Barb**

Dean of Ag at the University of Nevada, Bill Payne, has made an 8 minute video of his presentation about the documentary film proposal along with a call for donations. This will be distributed virtually to all deans and directors in the Western Region and possibly the Great Plains as well. Bret Hess, Executive Director at Western Association of Agricultural Experiment Station Directors, has set up an account to collect and manage the contributions. Hopefully, the cover letter and link to the video will be sent out in January. We might also consider asking for Rangelands Partnership libraries to contribute. I will discuss this with the AZ RP team in January.

**Social Media: Elena**

* Email Elena any suggestions you have for posts.
* Begin posting regularly again
* More posts to reach out to people that might not understand the “rangeland” language
* Elena has had contact with a social media influencer, Natalie Kovarik, that may be willing to help us out with IYRP; she follows Peter and shares his material on social media.
* Plan to send Kelly a message so we can get photos submitted from a wider range of folks- Elena will decide on a way for people to submit photos. BUT we need a way to make it possible for people to share posts with us.
* Work with the SRM photo competition?
* Suggest a photo competition to Tierra Seca (University of Arizona rangeland club); fundraiser for them, photos for us

**Fundraising: Krista?**

Mark will be sending a link for possible grant program to get $ for different events

Lauren will bring up at SRM symposium meeting

SRM sections…Different states could each pitch in a bit so its a small amount for all

From Mark: Here is a link to a potential funding source through the National Grazing Lands Coalition. <https://www.grazinglands.org/grants/>

**Other updates:**

* Meeting minutes will be available in archives,
* The main IYRP website will hopefully be used more for outreach. There will be a new section for outreach clips- let Barb know if you have any to share.
* If you have any feedback for the website let Barb know
* Having more short videos on the website of what are rangelands or 12 themes
* Word cloud for North America- regional support group project??
* Barb will make a list-serv
* If you want to join a sub-group let the group leader know!