**IYRP North American Communications Team Meeting**

***Meeting Notes and Actions***

**August 22,2022**

Zoom Link: <https://arizona.zoom.us/j/94620080734>

**Quick Notes and Links:**

* Newly revised **IYRP global and NA Logos** were sent to all; see also above (please use these for all future IYRP work)
* Link to Google Docs folders - <https://drive.google.com/drive/folders/1QymzAOjHRUu5YJiM91RQ9kvqw8UKUvUl>
* Continue to like and share social media posts! (See guidelines below)
* Continue to provide photos for social media outlets (people, animals, and landscapes); upload to the Google Docs folder.

**Action Items:**

* *Lauren provided the preliminary Film Festival concept note to everyone and has asked for comments and suggestions.*
* *Film Festival guidance materials will be uploaded to Google Docs, starting with the ones provided by Mark, and then the best will be selected for a Film Festival webpage that will be linked from IYRP.info.*
* *David will make calls to cattle associations in Mexico to see how we might work with them; i.e. collect producer video clips.*
* *David suggested we should decide on recognition for video contributions. Possibly a gift bag…maybe a certificate, along with stickers, bookmarks, etc. Suggestions?*
* *Krista plans to follow up with contacts at NCBA and state range organizations about the IYRP and possible ways to be involved; i.e. creating a state-wide “message”*
* *Everyone start thinking about materials needed for different audiences; i.e. producers (something written down), policy makers, students and young people (videos), etc. And then develop templates for posters, videos etc.*
	+ *Video Producer's Toolkit, Website created by James Ford, Professor of Communication and Videographer, University of Michigan, for extension professionals attending 2022 Association of Natural Resource Extension Professionals.* [*https://sites.google.com/view/producingvideos/producers-toolkit*](https://sites.google.com/view/producingvideos/producers-toolkit) *;* [*https://sites.google.com/view/producingvideos/home?authuser=0*](https://sites.google.com/view/producingvideos/home?authuser=0)
* *Lauren suggested a follow-up Zoom workshop after the SRM 2023 IYRP workshop that would be marketed in all three countries.*
* *Barb will send Jeanne the draft proposal for a museum exhibit and event.*
* *Jurgen will see if he can find more information about a traveling exhibit program to share with everyone.*
* *Barb - Will have graphics artist draft up a sample bookmark for everyone to review.*
* *Lauren has put the draft Strategic Plan on Google Docs. Everyone please look it over and see if it looks like it will be helpful for record-keeping and setting deadlines, schedules, expectations – look okay? Effective way forward? PLEASE REVIEW BEFORE NEXT MEETING and potential test out for your own recordkeeping.*

**Reports and Discussion**

**Lauren** – Film Festival: Jurgen, Lauren, and Courtney prepared a 2 page overview and a 1 page timeline. The idea is to have two general streams of film festivals: 1. enable non-videography people (students/producers/etc) to make films and 2. invite professional filmmakers to do films on rangelands. We would start at Boise SRM 2023 to initiate a small-scale film festival for stream 1 that would take place before SRM 2024 and the winning films could be shown at SRM 2024. We would use this initial amateur festival as a test run/springboard for then approaching professional videographers and established film festivals (Banff/Sundance) and gage interest in those groups participating in efforts and establishing stream 2 film festivals. The amateur videography film festival would be held every year (stream 1) and build to where we could have a stream 2 film festival annually following the 2026 IYRP.

* Also considering a webpage with information on how to create short videos; capacity building potentially with rangelands managers who could record unique experiences. **Jurgen** suggested raising funds for the videos and potentially to pay the videographers.
	+ Note: Barb mentioned there is a possibility for establishing an operating account through the UA Foundation that can handle contributions.
* Mark – attended workshop on videography; provided resources and examples that including templates for developing storyboard, scripts, etc.
	+ **Video Producer's Toolkit, Website created by James Ford, Professor of Communication and Videographer, University of Michigan, for extension professionals attending 2022 Association of Natural Resource Extension Professionals.** <https://sites.google.com/view/producingvideos/producers-toolkit>; <https://sites.google.com/view/producingvideos/home?authuser=0>
* Lauren provided the preliminary Film Festival concept note to everyone and has asked for comments and suggestions.
* Film Festival guidance materials will be uploaded to Google Docs, starting with the ones provided by Mark, and then the best will be selected for a Film Festival webpage that will be linked from IYRP.info.

**David** – made presentation at Livestock Forum for ranchers in Chihuahua that was organized by the local university. He presented the Grasslands Roadmap and IYRP. Participants expressed the feeling that they are alone without support. He gave them historical background on the IYRP including the 12 themes and that we are not waiting to initiate activities until 2026. He mentioned social media and the letters of support for the IYRP that had been received from the previous Chihuahua government. They were surprised about the IYRP effort and its international focus. They were enthusiastic about sharing information across different ranching operations, i.e. goats, reindeer etc. We could start asking them to share short videos about different ranches (interviews/storymaps). Maybe have two or three questions to start them talking about their ranches for the clips. David suggested we need to decide on the types of recognition we can give them for contributed videos. Possibly a gift bag…maybe a certificate, along with stickers, bookmarks, etc. by the end, we could have a collage of different landscapes across North America. This might relieve some of the pressure they feel, but we need to motivate them. They suggested that the main contact needs to be the cattle/livestock unions with an agenda for them. To reach all ranchers would be difficult. They were also interested in the possibility of a film about ranching in Chihuahua.

* **Jurgen** suggested it might be an opportunity for the cattle associations to be more actively involved; identify their needs, and gaps not being covered elsewhere. How can we make sure what we generate will be beneficial to producers etc.?
* **David** said the Chihuahua union already has a communications group so we could get in touch with them and ask how the IYRP can contribute. David will make some calls and see how we might work with them.
* **Jurgen** also said we might want to reach out to the universities.
* **Peg** said it is important for producers to have opportunities to talk with other producers. Sharing information is always powerful messaging. She is looking for avenues for putting things together. Universities have collaborative opportunities on grazinglands and cattle production. In Canada it is similar to the US – national cattle associations, provincial associations, and extension. **Lauren** suggested sending newsletters to these organizations (or providing content about IYRP activities for their own newsletters?)
* **Barb** - Could we give a template to people for what to include in videos; what do you want others to know about?
* **Krista** has extension program that took a class to tour packing plants and also to DC and went to NCBA. Their staff does good work for producers. Next annual meeting may be in December or January. She could reach out to the D.C. office and others to ask if this would fit. They have a podcast called *Cattleman’s Call* with a focus on beef cattle production and policy, but range ecology and management is also relevant to them.
	+ Also *South Dakota Grassland Coalition* (and another group) are focused on conservation easements and keeping working lands. New state conservationist was at the meeting, too. She mentioned the IYRP and asked them to be involved collectively to have a cohesive message. Would like to have something to take to their partner groups (one pager or ?) to develop a state collective vision around the IYRP. She plans to follow up at the beginning of 2023.
* **Lauren** – the IAC at SRM is planning a workshop for 2023 but that has limited reach. Maybe after SRM we should do an online Zoom workshop targeted for all three countries. What are the materials we need for outreach; awareness of the international issues and then the local issues…what to take to county fairs, extension workshops, etc.? How do we delegate to get these things done.
* **Krista** likes the idea of templates.
* **Barb –** let’s start thinking about what materials are needed for different audiences.
* **Mark –** discussion is good; but if we expect people to do things, then templates would definitely help. People are not trained to do these things. We need to “can it” so they just have to fill in – need to solve learning curve issue to get more participation. Needs to be like professional development, i.e. for videography etc. (see above links provided by Mark; examples from Michigan). Need short videos that direct people to additional information that is written. “Here is something fascinating, does it interest you, and here is where you can get more information.” Driving them to other good information.
* **David** – provided a link to the Ranchers Survey by the Grasslands Roadmap 2021: <https://drive.google.com/file/d/16u0MPv8witG5ZgQrlzBl-DQpRpWFTSpc/view?usp=sharing> ; 123 ranchers; question 3, preferred method for learning more…48% wanted in person
* **Krista** – since COVID it has been difficult to get people to in person workshops; Mark said they have had same experience. Peg said they have cancelled two workshops because people didn’t sign up. They don’t know why. It seems to be a wide issue. Zoom was popular during COVID.
* **Barb** – need recipe box for materials to meet a variety of audience needs.
* **Lauren –** agreed,something prepackaged about IYRP that could be used at the local county level; i.e. a poster to print out if you go to county fair with information about what rangelands are…if you want to participate, here is how you can send a video, etc. Would be a way to reach people who haven’t been involved before.

**Jeanne Pfander –** submitted proposal for state library association presentation about IYRP but it wasn’t accepted. Disappointed because it would have been a great way to get word out to public librarians etc. She is thinking about other ways to get information out at the state level.

**Barb** - What about flyers to put at public libraries? Also, might want to tie in with the proposal being developed for a possible museum exhibit and event through the Humboldt Forum in Berlin. Barb will send Jeanne the draft proposal.

**Jeanne** – she is also looking into possibilities through the Mountain Plains Library Association.<https://mpla.us/> and the librarians in the Rangelands Partnership will be meeting next year to discuss this type of outreach too.

**Jurgen** – is there a network of libraries or associations in Canada? When he was at the Mexican Embassy he prepared a **traveling exhibit** on grasslands and Mexican biodiversity. Set of printed photos on the breadth of biodiversity across the three countries. Each exhibit cost between $2,000-$5,000. Was put in metro stations and museums in Mexico. Might be a model to multiply ourselves. Images and information of quality with simple messages. He will see if he can find more information about this program to share with everyone.

**Barb** – reported on the results of the suggested bookmark photos. The selected ones included: (1) woman on horse wrangling cattle; (2) bison and baby bison; (3) landscape image selected by two. Will have Maria (graphics artist) draft up a sample for everyone to review. For the international side, the idea is to take three of the photos used for the regional pages on IYRP.info; potentially Mongolia, Africa, and Europe.

**Lauren –** has put the **draft Strategic Plan** on Google Docs. Everyone please look it over and see if it looks like it will be helpful for record-keeping and setting deadlines, schedules, expectations – look okay? Effective way forward?

**Next Meeting – September 19th 2:00pm**

**IYRP North American Social Media**

**Please follow, share, and like!**

 The IYRP North American Communications Team now numbers 12 active members representing Canada, Mexico and the U.S. A primary focus of the Team has been on implementing a regular social media campaign targeted for North American audiences.

Please “follow” **IYRP North America 2026**on [Facebook](https://globalrangelands.us12.list-manage.com/track/click?u=1e07e5b3765520a0c1bbf6590&id=c04e06138d&e=83ef00c6e5), [Twitter](https://globalrangelands.us12.list-manage.com/track/click?u=1e07e5b3765520a0c1bbf6590&id=ffb5ce0795&e=83ef00c6e5), and [Instagram](https://globalrangelands.us12.list-manage.com/track/click?u=1e07e5b3765520a0c1bbf6590&id=cded5668fc&e=83ef00c6e5). In addition, global IYRP social media icons have been added to <https://IYRP.info> web pages in all footers – please check them out and “like” and “share” them with your networks!!! The icons are also located at the top of the North American IYRP regional page <https://iyrp.info/north-america>. If you have ideas for new content or social media posts, please contact Elena Dosamantes [[edosamantes@email.arizona.edu](file:///C%3A%5CUsers%5Cbarbr%5CDocuments%5CRangelands%20Partnership%5CInternational%20Year%20of%20Rangelands%5CIYRP%20Communications%20Team%5CNA%20Communications%20Team%5Cedosamantes%40email.arizona.edu)]

**How to Suggest a Post (maximum of 280 characters)**

1. Access the “IYRP North America – Communications Team” Google Drive (<https://drive.google.com/drive/folders/1TaB8Q8QgPazV38u5j1Td27-LMNIQdvkI>).
2. Open the folder titled “Social Media”.
3. Open the folder titled “Suggested Posts”.
4. There should be a folder with your name on it. If you have photos or videos to share, put them in your folder. Make sure that your files are:
	1. In their original size
	2. Unedited
5. If you also have a caption for your photo or video, fill out this Google Form: <https://docs.google.com/forms/d/e/1FAIpQLSfMfyv9dA82pJoh1JxzGSWP7iNtND_Rrvgrs43KwacwE1HhsQ/viewform>. Please do not edit the Google Form.
6. Send an e-mail to Elena Dosamantes at edosamantes@email.arizona.edu and let her know that you have suggested a post.
7. Your post may be edited or delayed in order to fit the color schemes or themes of the social media accounts.
8. Posts that have been prepared to be posted will appear in the folder “Upcoming Posts”.

**How to Suggest a “Guess the Range” or a “Fun Fact Friday” post.**

1. Access the “IYRP North America – Communications Team” Google Drive (<https://drive.google.com/drive/folders/1TaB8Q8QgPazV38u5j1Td27-LMNIQdvkI>).
2. Open the folder titled “Social Media”.
3. Open the folder titled “Suggested Posts”.
4. Open the Google Doc “Guess the Range” or “Fun Fact Friday”.
5. Type your name.
6. Type in your suggestion.
7. Cite your sources when necessary.