

Communications & Promotions Update

June 3, 2015

Research:

The second stage of a study about the School Meal Pattern program, a collaborative effort between University of Nevada, Reno (UNR) and Nevada Department of Agriculture (NDA):

- Develop survey instrument and questions in collaboration with UNR
- Assisted in data presentation and developed of AUM Loss fact sheet model
- Developed Survey instrument as a part of collaborative effort with GWIB Agriculture Sector Council to determine what jobs/occupations are in demand, education level required and industry certifications are required, as well as industry needs to assist them with marketing efforts through services provided with Buy Nevada Program or exporting to international market through exporting assistance program offered by NDA.
- Working on development of the NV ag fact sheets in collaboration with USDA

Planning:

- Summer Food Program planning underway

Media Relations:

- Coordinate interviews with KOLO TV for stories about the “Dangers of Medusahead” and “Gas Pump Inspections”
<https://www.dropbox.com/s/igx9g6emww875ol/medusahead.mp4?dl=0>
<http://www.kolotv.com/home/headlines/Gas-Pumps-Tested-for-Accuracy-301779831.html>
- RN&R “[Battle grown: Our state’s organic produce system is strapped for cash](#)”
- RGJ Your Turn written by Amber Sallaberry, “[Nevada Ag failing local organic producers](#)”
- Fox11 [morning show interview](#) with GBCFC and Hungry Mother Organics
- RGJ Letter to the Editor from Kunall Patel, “[Political interests threaten Nevada organics](#)”
- NDA FAQs “[Organic Certification in Nevada](#)” distributed on social media and to media
- RGJ interview conducted with the NDA Director Jim Barbee to appear in print
- KKOH interview with Director Jim Barbee to air Saturday 6/30 during Reno’s Morning News (6 – 8 a.m.)
- KTVN “Face the State” interview with Director Jim Barbee to air on Sunday, 5/31/15 at 6:30 a.m.
- KRNV interview with Director Jim Barbee pending
- Pitch with FAQ sent to KOLO producers

Buy Nevada:

- Working with management on new web-site (content and visual presentation)
- Creating database of members for Buy Nevada Program.

Video Production:

- Create videos for Summer Food Service Program (SFSP), record and edit Buy Nevada video for UNR Cooperative Extension
- Record and edit videos from FFA State Convention

Public Outreach Events:

- Hosted Legislative Ag Day
- Participated in Clark County Fair and Rodeo
- Ag in the Classroom, Minden Elementary School

Educational Materials:

- Create poster for FFA ATV raffle
- Organic certification program FAQ

Public Records Request:

- Bundy completed
- Pesticide inquiry from bee advocate being processed