

Dec. 12, 2018 Communications & Promotions Update

Administration Division



Planning

1. Food Safety Modernization Act Produce Safety Rule educational videos and materials
2. All Staff planning
3. Legislative Ag Day planning

Outreach and Education

1. Facilitated agricultural literacy activities and distributed materials at 16 educational or community events across 5 counties (Carson City, Churchill, Humboldt, Lyon and Washoe)
2. Moolissa and dairy staff delivered dairy education at 10 events
3. Fulfilled five educator requests for agricultural literacy materials
4. Hosted communications training for NDA leadership staff in Sparks
5. Hosted communications and social media training for FFA state officers
6. Updated and printed Carson City Local Food map for legislators
7. Biennial report in process for legislators
8. New southern Nevada milking cow has arrived, just awaiting trailer for design of wrap
 - Producing new educational dairy signage to accompany trailer

Research

1. Collecting and compiling data for Economic Analysis Report
2. Data collection for project with FEMA
3. Development of the Emergency Food Assistance Program (TEFAP) formula for grant distribution

Media Relations

1. Aug. 14 inquiry – [Hemp industry grows in Nevada](#)
KNPR Nevada Public Radio (Las Vegas)
2. Aug. 16 release – [Nevada Centennial Awards application due Oct. 5](#)
 - [Centennial ranch award nominees due Oct. 5](#)
Elko Daily Free Press
 - [Nevada Centennial Awards application due Oct. 5](#)
Progressive Rancher (pg. 25)
 - [Nevada Centennial Awards application due Oct. 5](#)
NVFB Journal
 - Nevada Rancher
 - [Nevada Centennial Awards application due Oct. 5](#)
NCA Sage Signals (pg. 3)
 - [Legacy and longevity: Nevada ranchers and farmers honored for 100-year heritage \(COVER\)](#)
Edible Reno-Tahoe Magazine
3. Aug. 21 release – [State veterinarian warns against human and pet contact with bats](#)
 - [NV Department of Agriculture Warns of Rabid Bats](#)
KTVN News Channel 2 in Reno

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- [Three rabid bats confirmed in northern Nevada](#)
KRXI Fox 11 in Reno
- [State veterinarian warns against human and pet contact with bats](#)
KOLO News Channel 8 in Reno
- [Nevada state vet says hands off the bats](#)
KKOH News Talk Radio 780 AM
- [Rabid bats confirmed in Washoe and Clark Counties, state vet warns against human and pet contact](#)
CarsonNow.org
- [Beware: Bats test positive for rabies in Washoe County](#)
Reno Gazette Journal
- [Bats test positive for rabies in Clark, Washoe County](#)
Las Vegas Review Journal
- [Animal disease lab confirms rabid bats in southern Nevada](#)
KTNV 13 Action News Las Vegas
- [Rabid bats found in parts of Nevada](#)
Elko Daily Free Press
- [State veterinarian warns against human and pet contact with bats](#)
Tri-State Livestock News
- [State Veterinarian warns against human and pet contact with bats](#)
Progressive Rancher (pg. 25)
- 4. Oct. 16 inquiry – [Cooler temperatures draw pests to homes](#)
Las Vegas Now
- 5. Oct. 22 inquiry – [East Las Vegas neighborhood dealing with costly bug problem](#)
KTNV Las Vegas
- 6. Oct. 22 joint Plant/CE release – [NDA offers tips and precautions when buying firewood](#)
 - [Firewood Awareness Month: tips on buying firewood for winter season](#)
KARNV News Channel 4 in Reno
- 7. November/December – [Hemp industry continues to grow in Nevada](#)
Progressive Rancher (page 42)
- 8. Nov. 20 release – [Nevada produce distributed to food-insecure seniors in Las Vegas](#)
 - Edible Reno-Tahoe?
- 9. Nov. 21 inquiry – [Is a cup really a cup when it comes to baking?](#)
KOLO Channel 8 in Reno
- 10. Nov. 27 release – [Three farms and ranches receive centennial awards](#)
 - Progressive Rancher
 - Nevada Rancher
 - Edible Reno-Tahoe Magazine
 - NVFB Journal
 - NCA Sage Signals
- 11. Nov. 27 inquiry – [Nevada Dept. of Ag. allows horse advocacy groups to practice “diversionary feeding”](#)
KARNV News Channel 4 in Reno

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- Progressive Rancher

Global trade and economic development

1. Working with UNR, GOED and two international companies to establish projects and operations in Nevada
2. Working on Country Progress Report (CPR) – Unified Export Strategy (UES) reporting with WUSATA