WSWS Officer and Committee Report
2017 Anaheim, CA

Office or Committee Name: Public Relations

Officer or Chairperson Name: Kai Umeda

Date of Preparation (include year): July 28, 2017

Committee Activities during the Year: Committee of Sosnoskie, Bean, Neel, Campbell, Umeda met during the 2017 meetings in CdA and discussed: 1) WSWS members use of social media (Facebook, Twitter, Instagram, Linked-in, etc.) and 2) improving and expanding outreach to other organizations with weed interests i.e. CAL-IPC, SRM, state and federal agencies, specialty crop organizations and associations.

Recommendations for Board Action: Determine who would be administrator for any social media outlet i.e. Facebook, etc.
(Who currently administers the students' Facebook site?

The annual meeting program availability upon completion in January should be communicated to the PR committee for further dissemination outside the WSWS and press releases.

Will the PR committee be responsible for photographing annual meeting activities, award winners, officers, etc. with the retirement of the newsletter editor?

Budget Needs: none

Suggestions for the Future: PR committee can promote WSWS activities via social media with assistance from WSWS membership participation.
The WSWS Operating Guide (March 2012) for the PR committee appears up-to-date

Current Committee Members: Pat Clay, Lynn Sosnoskie, Travis Bean, Richard Zollinger, Joe Armstrong, (Joan Campbell – volunteer carryover)

Name of Person Preparing This Report: Kai Umeda