



Committee on PLC Communications
Thursday, September 24, 2020 | 2:30 – 4:00 p.m. MDT
Agenda

Chair: Chase Adams, American Sheep Industry Association

Vice-Chair: Dennis Sun, Wyoming

Staff Liaison: Kaitlynn Glover, Executive Director

- I. Call to Order – Chase Adams, Chairman
- II. Virtual Housekeeping and Roll Call – Chase Adams
 - a. Staff will assist with roll call for voting preparation
- III. Planning session for upcoming year –
 - a. Report on priority issues from PLC Committees:
 - i. BLM Committee
 - ii. USFS Committee
 - iii. Wildlife Committee
 - b. Transition document needs/issues
 - c. Transition of PLC Communications funds - use of FY2020 funds in FY2021
 - i. Top priorities?
 - d. Internal (Industry) Audience Engagement
 - i. What does our industry want to see?
 1. Increased engagement at sale barns, state fairs
 2. Ask state affiliates/BOD members to identify one or two smaller grazing districts/councils/associations that would benefit from PLC engagement, and staff will attend meetings.
 - e. External (Policy Makers and Public) Audience Engagement
 - i. What should the public see?
 1. Engagement at state fairs? Op-eds?
 - ii. What should Congress see?
 1. Engagement of new Members (list)
 - f. Development of a ‘speakers bureau’ of experts to draft op-eds, respond to challenging media.
 - i. *PLC staff to provide examples of oppo publications that we should be able to easily counter
- IV. General Discussion/Questions
- V. New Business
- VI. Adjourn

NOTE: Each state affiliate will be allotted (2) voting for their state during the proceedings of this committee. Any votes will be requested first by assent, and then by roll call vote, if needed.