

April 29, 2015

CPS Public Relations Committee: Terms of Reference

The objective of this committee is to raise the profile of the profession of plant pathology among the media and the general populace. The primary role of this committee is “media communications”, *i.e.*, to provide information to the public on plant diseases and Canadian plant pathologists.

- Prepare and distribute ‘Media Kits’, *i.e.*, notices and information re: current, important issues in plant pathology and Canadian scientists working on these issues;
- Solicit contributions from CPS members, and gather and maintain a list of researchers, websites and organizations, including a list of Canadian university programs in plant pathology, for information to disseminate to the public;
- Set up links on the CPS website to press and other media clippings re: current plant pathology issues and people in Canada;
- Set up and maintain a contact list of press and media outlets, including garden column writers, editors of agricultural and garden/landscape publications and garden bloggers;
- Provide information on current issues and people to the CPS Facebook page and twitter account.