



## **SFI Communications Committee Conference Call**

Tuesday, September 13, 2016; 1-3PM EST

### **Web Login**

Meeting URL: <https://core.readytalk.com/callme/?ap=8667401260&ac=5964719&role=p&mode=ad>

Test Your Computer: <http://test.readytalk.com/?host=readytalk>

Dial-in Number (Toll-free US and Canada): **(866) 740-1260**

Access Code: **5964719#**

### **Proposed Agenda:**

- Welcome and Roll Call
- Anti-Trust reminder
- SFI Communications Highlights YTD
  - TreeHugger Metrics
  - Press Releases
  - Opinion Pieces and other Articles
  - Social media highlights
  - Discussion: What's working well? What would we like to do differently next year?
- Negative News and Uptake
- SFI Annual Conference
  - [Program Preview](#) and [Agenda Highlights](#)
  - Be sure to register if you haven't already!
  - Increasing media pick-up – your ideas welcome – key journalists to invite
- Key Communications Initiative: IUCN & SFI Conservation Impact Launch
- Next SFI Communications Committee Call – Tue, Nov 29: 1-3 p.m. Eastern
- Any additional thoughts? Questions?