

Report of the Scientific Liaison Committee
American Association of Avian Pathologists

July 18, 1972

The committee has explored methods of communication that could be used for the distribution of information to all facets of the industry and to the consumer.

The following areas have been explored as methods that could be used, and the committee would like the reaction of the AAAP membership regarding which of these routes or others that should be developed.

1. The chairman of each AAAP committee could draft recommendations and develop specific information for current needs and problems. This information would be available to the public or industry, as the need arises, through the office of AAAP president with credit going to the specific committees involved.
2. A channel of communication could be developed using extension personnel of the land grant universities. To this group of men and women could go a listing of our committees with addresses and telephone numbers, the thought being that we would educate and encourage them to use our committees as consultants or reference points. This same service could be offered to the Poultry Science Association for use in the Environment Directory for Agricultural Science. The directory lists specialists who can supply newspapers, magazines, radio stations and television with the latest and most accurate information in any area of agriculture. The same information and offer of assistance could be made to the public relations personnel of large companies.
3. The use of a multi-interest seminar approach with AAAP as the sponsoring agency involving industry, government and consumer. These seminars would be used to discuss problems of common interest. The bringing together of large groups with varied interests and backgrounds would challenge any chairman or group to be productive and effective.
4. A brief manual of procedure could be developed to be used in case of emergency or for the systematic distribution of information. This procedure would be available for the AAAP officers and committees to use as a standard procedure for distributing information to the industry or public.

The committee offers these four approaches as a starting place for solving public relations problems.

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