



International Academy of Mediators

Report of the Communication & Outreach Committee

Christine Masters, Chair

October 7, 2020

Purpose and Evolution of the Committee: As originally envisioned by former Chair Chuck Doran, the purpose of the IAM Communication and Outreach Committee (C&O) is to communicate IAM's vision and accomplishments to IAM members, potential members, and consumers of commercial mediation through social media, blogging, and, internally, through Member Updates. I assumed the mantle of Chair of the C&O Committee in mid-July 2019, when Chuck Doran assumed the role of Presidency of the IAM.

The C&O Committee currently consists of Lynne Bassis, Todd Smith, Vance Cooper, James Mang'ere, Tat Lim with Jeff Trueman overseeing the IAM Blogs, Tim Corcoran as our FaceBook Moderator, Scott Markus as ListServ Moderator, and Jeff Kichaven as Book Talks moderator. We all are working closely with Richard Rejino to ensure the mission of the Committee is accomplished. Here are some of our results.

Member Updates

Member Updates provide fellows with an opportunity to stay connected and informed about what is going on with other members, both professionally and personally. Members are asked to share a personal and/or professional update of up to 150 words. In reaching out for Updates, each committee member encourages our colleagues to consider submitting blogs or other postings on social media.

Our goal has been to publish an Update generally three to four times per month via the Listserv, and we have been generally meeting that goal. Since my last report in July, we have posted 4 updates, and have 5 more ready to go.

IAM Blog

Since May of 2015, under Keith's excellent direction 61 blog entries written by 35 different authors were published. In 2020, we have posted three articles, including a 3-part blog by Jeff Trueman on "saving Face." We have recently posted an article by Dwight Golann entitled "How Mediators Evaluate Through Words, Gestures and Sometimes Silence". (See the link to these postings: <https://iamed.org/iamed-blog/>) We have another blog in the works from Sheldon Stark on managing opening offers.

We could use Board assistance in attempting to meet our goal to release Blogs approximately every 4 - 6 weeks. Each committee member has agreed to propose a blog idea, and work with the author to get it in shape for posting to the IAM Blog. If any Board member has an article they are writing or even thinking about, or has heard about a member who might have an article,

please contact Jeff Trueman or myself.

IAM Social Media Efforts

While updates and blogs have been the organization's primary communication and outreach tool, the Committee has also used other social media outlets to broaden the circle of potential readers. Since IAM's social media accounts were set up in 2015, there have been many postings, but not a comparable level of responses. On Twitter, we have more followers 228 (up from 221 two years ago) but not much tweeting activity. Our LinkedIn Group currently has 73 members (up from 59 two years ago). In addition, we have two Facebooks pages, one public and one a closed group. Tim has regularly posted news about upcoming events on our private page. Currently we have 249 followers (up from 228) and 225 "likes" (up from 213).

So far this year, IAM has hosted 6 webinars, including a well-received zoom program "Trauma and Resilience for Practitioners", thanks to Alicia Kuiu. While the webinars are only for IAM members and mentees, the Board might want to consider opening them to the public.

The Committee needs folks to identify content to be posted on our various platforms. It would be great to have a message to the membership asking for members to regularly review the IAM website, as well as to send either Richard or me any news about their practices, any articles/books they have published and a link thereto, and to respond to requests for updates. Members might also be encouraged to contact Wendy Kramer or Logan Cooper if they have ideas for a webinar.

Book Talks

Book Talks, a Zoom program created and hosted by Jeff Kichaven, began in April. After six successful programs, it was decided to take a summer break as of July 1, 2020 and re-assess the program in the fall. I will be in contact with Jeff to discuss.

I am grateful to the dedication of committee members, who spend many hours reaching out to members collect, review, and edit these Updates and blogs. Please send me an email if you're interested in submitting an update or a blog or have any news to post at christine@masters-ribakoff.com or give a call 818-9555-8518.