



The Media and Its Portrayal of IP: AIPLA Public Education Committee

AIPLA Webinar

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Chair, Public Education Committee



Vision & Overall Approach

- Educate the Public and its Representatives on the Value of IP
 - A Simple Message
 - *Theme & Story Development*
 - Creatively Distributed: Getting the Story Out
 - *Distribution Channel Development (sub-committees)*

The Website



- creativity -- the ability to invent or create something original
- bloom -- to mature into achievement of one's potential
- www.creativityinbloom.org



The Website

- Goal:
 - To Present a Broad Array of Accessible Information to the Public
- Current:
 - Theme, Initial Page, and Outline are on Online
- Future:
 - To Translate Materials We Already Have and Expand the Offerings



Youth Education

- Goal:
 - To Make It Easier for Attorneys to Present in the Classroom.
- Current:
 - Initial Upper Elementary Packet Completed and Available.
- Future:
 - Refine Current Work and Expand for Alternate Ages and Direct Use by Teachers.



Monitoring

- Goal:
 - To Stay Abreast of Developing Opinions and Arguments
- Current:
 - Outline for a Monitoring Program and Feedback Loop
- Future:
 - Engage Volunteers in Watching Blogs and Other Media and Start Finding Ways to Respond



Questions



A Project of the [AIPLA](#)



Thank you

We would love to have your support – both in ideas about current and future projects and time in working on those projects.

www.creativityinbloom.org

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