

PUBLIC RELATIONS CHECKLIST

Most districts interact with various groups within their community. Public relations is an integral part of getting the conservation message out. We need to cultivate opportunities for creating professional relationships with various groups.

Your district probably has several groups with whom they already work. This checklist is designed to list those groups and others that you may wish to add. Because groups and especially the contact person for them change frequently, you may wish to make a copy of this checklist. Use the copy to track groups and individual contacts within your community.

Activities With Schools in Your District

Schools in Your District/Contact Person:

Projects Currently Done With Your Schools:

Become familiar with teachers so they will be more receptive to conservation educational materials and presentations. Outdoor classrooms are another excellent way to get students interested in conservation and environment.

Activities with Youth Groups in Your Community

Group/Dates/Contact Person/District Activity:

Groups may include 4-H Clubs, Boy Scouts, Girl Scouts, Sunday School students, church youth groups, etc.

Crop or Farm & Home Shows

Shows/Dates/Contact Person/District Activity:

Keep in mind topics you can use for displays, handouts and door prizes. The NRCS State Office Information Specialist and the Division of Resource Conservation & Forestry may have suggestions.

Civic Groups

Group/Dates/Contact Person/District Activity:

Conservation programs may be of interest to many different groups including: zoning boards, Rotary Clubs, Chambers of Commerce, economic development clubs, city councils, county commissioners, country clubs, wildlife enthusiasts, etc.

Tours & Demonstrations

District hosted tours, such as range tours:

Demonstrations, such as ridge-till demonstrations:

Awards Banquet

Most districts hold an awards banquet either in spring or fall. Information on past procedures, guest lists, annual awards, special awards, past award winners, banquet sites, menus, speakers, etc. is located:

_____ **Media**

Use these media sources for announcements, news releases, etc. "Working with the News Media," available from NACD, explains how to organize a media program, identify media sources & write releases.

Newspapers/TV/Radio serving District/Contact Person

_____ **Newsletter**

_____ District does a newsletter _____ times a year.

Procedure for preparation is located: _____

_____ District does not publish a newsletter.

Consider starting one. Timing of issues can vary from monthly to quarterly. Talk to a district with a newsletter you like and read the brochure from NACD, "Notes About Newsletters." Starting a newsletter requires approval and input from your Board of Supervisors.

_____ **Annual Report**

Location of past annual reports: _____

Check with your Board of Supervisors before making major changes in this report. Guidance for publishing a good report can be obtained from "Report on Reports," available from NACD.