

## **AITC Publicity Committee Report** **June 23, 2004**

### **Background**

From the AITC Consortium Strategic Plan 2003-2008

**Goal 1** To assume and maintain an active national role in promoting agricultural literacy programs.

**Sub heading (4)** A Publicity Committee will be formed to address AITC publicity opportunities.

- Committee will consist of a representative from each region.
- Janet Hawkes – NY/ Judy Roush-OH – Co-Chair
- Committee will be formed at the June 2003 Consortium Meeting.
- Committee will address ways to promote AITC teachers and students via print and website.

### **Action**

The AITC Consortium Publicity Committee was formed including: Co-chairpersons Janet Hawkes/New York and Judy Roush/Ohio, and other members Carol Hegel/Indiana (Central Region), Marty Stephens/ Maryland (Eastern Region), Victoria Naegele/Alaska (Western Region), and Pat Thompson/Oklahoma (Southern Region)

The committee met via conference call several times this past year and discussed a wide range of publicity efforts that could be pursued depending on the audience we are seeking to inform. It was acknowledged that most state AITC programs do a good job of handling their own publicity. The committee determined a good place to start was to write a news release that states could further individualize and use during a time of year that most media recognize – National Agriculture Week.

In early January the committee requested information from all state contacts to compile the news release. Fourteen states responded with information about current projects and programs. A news release was written for use during National Agriculture Week that included background information about Agriculture in the Classroom and highlights from several state programs. Two graphic 2-column PSA's were also created that were sent to states at the same time, in early March.

In response to the Strategic Plan goal to promote AITC teachers, the committee offered to take digital pictures of any teacher attending the 2004 National Conference for publicity efforts. A generic news release for anyone attending the conference was written and included on the conference CD that every attendee received in Albuquerque.

The committee continues to work to place an article about AITC in a national publication or with other national media. All suggestions are welcome. The committee currently is seeking a replacement for the Eastern Region representative.

Submitted by Judy Roush, Co-Chairperson