

UAAE Public Relations Committee 2006-2007

Last revision: June 19-21, 2006

GOALS

1. Secure eight 30-Minute Club members
2. Secure more state publicity for ag educators
3. Secure more local school recognition for ag education accomplishments
4. Publicize National FFA Week

WAYS AND MEANS

1. Encourage area chairman to take the lead in writing articles.
 2. Recognize 30-Minute Club members at state meetings.
 3. Secure pledges to submit articles.
 4. Area chairman to encourage other area teachers to submit articles.
 5. Member who quality to let area chairman know.
1. Feature stores as often as possible.
 2. Hold press conference with local reporters.
 3. Story on summer conference and other meetings held.
 4. Use section in "Spotlight" for UAAE business and articles about Utah ag teachers.
 5. UAAE reporter will write to area chairmen requesting information for at least one news article from their area which warrants state-wide publication.
 6. Job description of area chairman is to include publicity
1. Maintain professional standards in the local school.
 2. Have high standards in all activities supervised or sponsored by ag education personnel
 3. Try to get student body officer, other leaders, and high achieving students to join FFA.
 4. Give parliamentary procedure demonstrations.
 5. Conduct department open house for ag science, shop, greenhouse, etc.
 6. Secure recognition by using school papers, intercom, radio, TV, etc.
 7. Provide news articles for local newspaper.
1. Have FFA poster contest.
 2. Give placemats to restaurants.
 3. Have assemblies, dances, etc.
 4. Follow suggestions outlined by the National FFA Supply Service.
 5. Set up window and other displays.
 6. Conduct radio and TV programs.
 7. Have a program in the local school.
 8. Feature articles and pictures in the local newspaper.

5. Keep administration informed

1. Provide a copy of the program of work.
2. Invite administrators to all FFA activities.
3. Invite administrators to visit student SAE projects.
4. Keep administrators informed of department needs and accomplishments.
5. File necessary reports on time.
6. Encourage parents, young farmers, alumni, and others to send written support to administration.
7. Host Steak Fry or other suitable activity for district ag and administrators. Explain or discuss programs and give FFA hat or other appropriate items if desired.

6. Develop an internet webpage

1. List award opportunities.
2. Explain awards and rules
3. Job openings.
4. Important issues
5. Committee reports posted.

COMMITTEE MEMBERS

Craig Demorest*

Lisa Hadfield

Mark Elmer

Conley Moon

Bruce Decker**

Deric Despain

Steven Peterson

* = Current Chair

** = Vice-Chair (will become Chair next year)

UAAE Public Relations Committee
Committee Chair Review 2006-07

Please examine your committee's responsibilities closely. Have committee members answer the following questions:

1. Does this committee have a purpose? What is this committee's purpose?

No response.

2. Is this committee functioning properly? Does it really carry all of its responsibilities?

No response.

3. Do all committee members have assignments?

No response.

4. Is another committee duplicating our committee work in some areas? (A listing of all other committees and their assignments is attached.) How could this best be resolved?

No response.

5. Please establish "Action Items" for each of the "Ways and Means" identified for your committee. (Please list the "Action Items" for each of your "Ways and Means" on the back side of your committee member list.) Turn in all items to the UAAE Secretary.

No response.

6. REPORT QUARTERLY – at Fall UAAE meetings (during UEA), Mid-Winter Conference (UACTE), FFA State Convention advisors' meeting, and during our annual Summer UAAE Conference in June. At each of these meetings, please indicate the progress of each of your action items that have been identified. Committee reports should be reported in the "Yellow Dog" and discussed at these meetings if there needs to be any action on pending matters.

- a. Report should be given to the "President-Elect" who oversees committees.
- b. Report should also be given to the Reporter for publication in the "Yellow Dog".

We reviewed the documents and found that this committee is valid. We recommend that the webpage as stated in the document become a responsibility of an officer to design, develop and implement.