

NPGA Public Relations Report
June 2017

Committee Members:

- Region 1: Karen Crawford, 01/18
- Region 3: Gina Miller 1/19
- Region 4: Gail Brinkley 6/19
- Region 5: Michele Neckermann 1/19
- Region 6: Tamela Polanin 2/20
- Region 7: Heather Vernon 1/19
- Region 7: Carlo DeVargos 1/19
- Region 8: Darren Watkins 5/20

The Public Relations committee is continuing to spread the word about the NPGA. We continue to have inquiries from 4H Leaders and other organizations wanting banners and information for their shows. Darren Watkins is working on a layout/design for a banner.

We continue to work as a committee to get advertisement in Magazines for a swap in the memo, but to date we unfortunately have had no one take us up.

The new NPGA Information Portal has been successful since its creation in June 2016. There has been no abuse or negative comments to date. This is a stepping stone for getting NPGA reflected in Social Media in a positive light. In addition, we need to be consistent on posts that are approved. I would like specific guidance from the board on their direction for posts.

NPGA Public Relations also has an email account. NPGAPR@gmail.com

The current balance for Public Relations is \$250. No additional funds are requested now. Funds will be spent on items below. The public relations committee would also like the board to consider advertisement for the NPGA on Google. The cost is \$311 per month and is on a month to month basis. I would recommend trying it out for one month to see the response. Currently when searching for NPGA there are several other items the show before the NPGA website.

I have also been interviewed by local TV stations at club shows. I feel this is a great way to get the NPGA recognized in areas that we hold shows. There is no charge to clubs for this. I have also advertised shows in the local newspaper.

Fliers for 4H Leaders to distribute at shows
Startup of Banner Sales
Reproduction of Youth packets

Respectfully submitted,

Tracy Carter
Public Relations Chair