

**Public Relations Committee Report
December 6, 2020**

1. Committee Membership Report

Committee Members (term expiration follows members' names):

Chair: Diane Keith (01/23)
Members: Mark Allen (replaced Darren Watkins) (06/20)
Karen Crawford (01/21)
JT Struthers (01/21)
Pam Beuder (01/21)
Madyson Hepner (01/21)
Carrie Vezina (01/21)
Gina Miller (03/23)
Jaki Beaver (5/23)

Committee membership activities:

- One vacant position was filled. Mark Allen joined to replace Darren Watkins.
- One person has indicated interest in joining the committee. Will follow up in January when positions open.
- Planning to work with Regional Directors first half of 2021 to replace additional positions being vacated in January 2021.

2. Budget

2020 Budget

Starting Amount	1/1/2020:	\$350.00
Goats 101 ½ Page Ad	03/2020:	(\$700.00)
<u>Added Money (Outside Sources)</u>	<u>03/2020:</u>	<u>\$350.00</u>
Ending Amount		\$0.00

We request the Board considers increasing the annual PR Committee Budget from \$350 to \$750 beginning in 2021 to allow for advertising and marketing in major livestock publications.

3. Publications

No publications featured pygmy goats this half of the year.

4. Brochures/Guidance Documents/Fact Sheets/Learning Aids

From the last report, several projects were identified. Challenges occurred in developing and creating these projects. Updates include:

- General NPGA brochure. Board requested changes were made. It needs to be sent to the webmaster for publication.
- Pygmy Goat Fun Pack. A few items were collected from team members but no further progress was made.
- NPGA Calendar. No progress was made on the calendar.
- Pygmy Goat Grooming Guide. Photos have been taken of some elements for illustration. Some illustrations have been created. Cancellation of shows has caused delay in getting some of the photos put together as planned. Photos have been taken of some elements for illustration. Some illustrations have been created. Cancellation of shows has caused delay in getting some of the photos put together as planned.

POTENTIAL PROJECTS (Ideas only, nothing developed, other ideas may be developed): **No further progress was made on these projects.**

- e. *Pygmy Goat Frequently Asked Questions (FAQ)*. A general brochure addressing those questions and incorrect comments we've all heard. Some examples include (but are not limited to): Is your goat pregnant? Your goat has a beard, it must be a boy. Only boys have horns so all of these must be girls. All small goats are pygmies, etc.
- f. *Small Farm, Small Goat*. A brochure identifying the value of a small goat to meet small property sizes.
- g. *The Answer to Urban Livestock* – Marketing of the pygmy goat and insight to keeping goats in urban settings.
- h. *Not All Small Goats Are Pygmy Goats* – Outlines the difference between a breed and a descriptive term.
- i. *Pygmy Goats Are Like Potato Chips, You Can't Have Just One*. Describes the need to keep two or more pygmy goats.
- j. *Fun in a Small Package*. Highlights of the different things that can be done with a pygmy goat (aimed primarily at youth).
- k. *Show Etiquette*. Identifies common sense practices for attending a show including parking, pens, asking questions of show management and/or judges, general show information, etc.
- l. *Media Packet*. We are anticipating development of a media packet to hand out to various outlets to promote the pygmy goat. It may consist of various brochures and informational documents as well as suggested talking points for interviews. This media packet is in the conceptual stage and will not be finished until additional promotional tools are developed.
- m. *Pygmy Goat Flash Cards*. Similar to flash cards being sold for other livestock species to be used for studying for showmanship classes. There would be various levels of cards developed (Level 1 – Intro; Level 2 – Beginners; Level 3 – Medium; Level 4 – Advanced). All information addressed in the flash cards would be taken from NPGA publications. These cards would be sold through the NPGA online store. This project is in the conceptual stage only.

5. NPGA Banners

Banner numbers have been reduced to 3 or 4 from the last meeting. A facsimile of the current banner will also be developed at the board members' request.

6. MEMO Submittals

No MEMO submittals were made by the PR Committee.

7. Membership Survey

This project is still under review.

8. Facebook Group Page

The Facebook administrator is Diane Keith. Moderator is Lynda Gredin.

In April 2020, there were 1,194 members. As of December 6, 2020, there were 2,654 members, an increase of over 122%! There are many countries represented in this membership including the Phillipines, Taiwan, Australia, Kuwait and more.

This large number of people in one group presents a unique opportunity for NPGA to provide huge outreach efforts. **The PR Committee would like to see more use of this Facebook page and encourages board members to add or suggest content.**

9. 2020 Champions Tribute

The 2020 Champions Tribute was published as indicated on June 5, 2020. Three videos were published, one each for bucks, does and wethers.

10. Internet Searches/Updated Pygmy Goat Information – no additional actions were taken on this project.

Many references to the pygmy goat can be found on the Internet outside of NPGA sources. Much of this information is incorrect or provides photographs that do not accurately portray the pygmy goat. One of the most viewed livestock sites is Oklahoma State University's Breeds of Livestock. They provide information on different breeds of cattle, goats, horses, sheep, swine, poultry and other species. The pygmy goat page has two photos with actual pygmy goats on them but they need to be updated. The text also needs to be revised. Outreach to the source has occurred asking how to revise the page but no answer has been received yet. The page can be found at <http://afs.okstate.edu/breeds/goats/pygmy/index.html>. As we find other sites where incorrect information exists, we intend to reach out and ask if we can provide correct information and photographs.

11. State 4-H Extension Outreach – no further actions were taken on this project.

Many 4-H programs use outside sources for their livestock project manuals. In some cases, the project manual is outdated and incorrect. The Pygmy Goat Basic Owner's Manual and the Youth Project Guide are perfect for use as 4-H livestock project manuals. The State Livestock Superintendent for the state of Oregon was contacted to ask if we could use the NPGA manuals as the project manuals for pygmy goats. There is a long process in place to approve publications for use by 4-H members in the state but as a short-term answer, the Superintendent sent the NPGA online store link to all county extension agents with a short introduction that ended with, "This is a great resource for our pygmy goat members." Our county agent sent it out to all goat leaders. It is our intent to contact all state extension offices to see if they would be willing to use our manuals. The key to success for this project is to identify the key contacts in each state extension office and contact them directly (and personally) rather than sending out a blanket request.

12. FFA Outreach – no further actions were taken on this project.

At the recent Oregon State Fair, contact was made with several advisors from FFA chapters. Two NPGA members were invited to talk to five different FFA chapters throughout the state and provide a curriculum for one of their ag livestock classes. With the rise of urban membership in FFA, the pygmy goat is a great project for members in towns or cities or on small acreages. The intent is to develop a curriculum for a 45-minute to one-hour presentation aimed at FFA members which would include a PowerPoint presentation, various brochures, learning aids and talking points. It would be developed so any NPGA member could pick it up and present it at an FFA (or other) gathering.