

**South Dakota SWCS  
Publicity & Conservation Education Committee  
Committee Description and Yearly Work Plan**

**Committee Objectives**

1. Maximize publicity and disseminate information for chapter programs, projects and events to chapter members and the public
2. Promote activities and events held by individuals or entities that align with the SWCS mission
3. Participate in community events as appropriate to promote conservation education
4. Enhance Chapter and Society visibility

**Key Action Items and Timeline**

Number	Action Item	Timeline	Responsible
1.	Plan tentative yearly events and operational budget	Annually	Chair and Members
2.	Chapter recruitment	Ongoing	Chair and Members
3.	Publish Chapter Chatter	Biannually to Quarterly	Lead Member, determined annually
4.	Minimum 2 social media posts (Instagram/Facebook)	Weekly	Lead Member, or other(s) as designated
5.	Prepare printed and or electronic materials, and promote events to support Activities Committee	Ongoing	Chair, Members and Sub-Committees
6.	Maintain the chapter's website with necessary updates and current posts	Review Quarterly	Lead Member, determined annually

- Create/maintain a contact list of major news media contacts to promote chapter activities i.e., newspapers, radio or TV stations, magazines, publications
- Create/maintain a directory of state and national legislative delegates for potential letter writing campaigns
- Solicit articles and photos from chapter members to use in newsletters and social media posts
- In coordination with other chapter committees or local partners, plan a seminar, field day or informal gathering that promotes conservation education

*Examples:*

- Backyard Conservation - high tunnels, composting, gardening 101, rain gardens
- DIY - bat boxes, birdhouses, make and take terrarium or native perennial pot, canvas painting
- How To - make a plant press, canning/pickling, plant identification (common weeds, benefits of plants, origins), tree planting basics
- Agricultural Systems - new systems or technology that improve soil health and water quality while reducing soil erosion

- Utilize social media platforms to deliver conservation education to both members and non-members
- Coordinate outreach efforts where possible with SD Association of Conservation Districts, NRCS, Xerces etc. to make more contacts with the public
- Maintain a current log of events or projects the committee is involved with. Present updates at regular chapter meetings and the annual meeting
- Promote meeting attendance to potential members, related organizations, and the public
- Develop an annual operating budget and review with the executive committee

### **News and Press**

As applicable, the committee shall:

- Inform and invite appropriate news media reporters to special chapter events
- Assist in arranging and participate in informal news briefings and or press conferences as directed
  - Organize press room facilities including equipment, supplies, etc., at special chapter events
  - Arrange for advance copies of speeches, presentations, biographical sketches and or photographs of speakers appearing at special chapter events
- Compile and organize interviews or bios of speakers participating at chapter events
  - Coordinate with SD SWCS lead contact (of planned event) to determine if the Publicity Committee is needed to directly contact potential speakers for information etc.
  - Gather brief radio and or television statements from major speakers and chapter officers, attend meeting session(s), and then develop written news releases. (to use in social media posts, Chapter Chatter, news media)

All documents including, but not limited to, newsletters, directories, activity reports, speaker bios, presentations, member articles and photos, should be stored, organized, and maintained in a digital form easily accessible to committee members.

### **Logistics/Committee Selection**

This committee shall meet quarterly (and ad hoc as necessary) to check in on action items or other relevant SWCS events that the committee can assist with. The chairperson shall be appointed by the Executive Committee each year. The committee members shall be selected and appointed by the committee chair in consultation with the Executive Committee. The chairperson shall give a committee report at each chapter meeting as appropriate.

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