



Public Perception Does it Matter?

Be Visible

- How often does your district go out in public?



Be Involved

- City & County Council Meetings
- Extension
- FSA, NRCS, USFS, BLM
- UDAF, DWQ, DNR
- Ag Credit
- Cattlemen's Association
- Farm Bureau
- Schools
- Public Events

Work on Reporting

The reports you submit each year such as; budget and financial reports, Plan of Work, Long Range Plans, etc. are so important.

These reports give a “real” picture of what your district is doing and how “in demand” your services are.

Programs and Activities

- Sponsor Envirothon Teams
- Assist local FFA or have them assist you
- Sponsor Ag in the Classroom
- Farm Tours
- Field Days
- Grill your district Day
- Open House
- Articles
- Form a Junior Board and complete a local project
- Tree Sale
- Tree Plantings
- Team up with teachers
- Yearly cooperator meetings
- 4-H



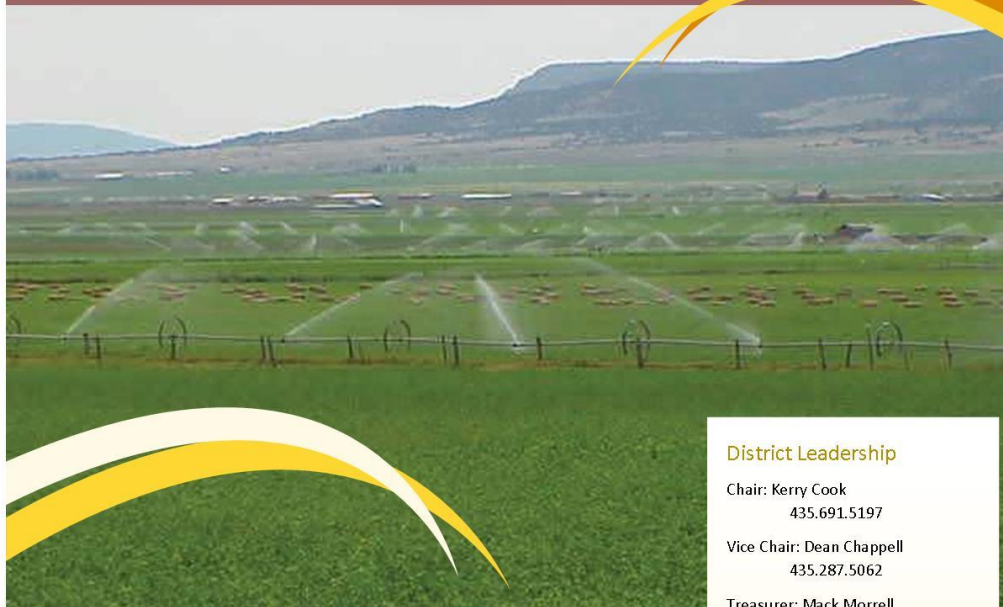
Tips for working with the media

- Complete Press Kit
- Send press releases or PSAs
- Pitch story ideas
- Don't assume the reporter knows everything...or nothing
- Invite media to a field day
- Acknowledge when a member of the media covers a story...and correct them when necessary
- RELAX! Working with the media shouldn't be stressful.



Fremont Conservation District

2019 Media Kit



Investing in the future through water and soil conservation today.

Utah's Conservation districts identify local resource needs and provide support in obtaining the resources to address those needs. Districts work in partnership with state and federal land management and conservation agencies to obtain educational technical, and financial resources to plan and complete conservation projects. These projects implement practices to improve resource condition and management in a range of areas, from protecting soil and water quality to enhancing fish and wildlife habitat to reducing the impacts of municipal storm water.

Available government programs often provide incentives, such as technical and cost-sharing assistance, to implement projects. Conservation planning, engineering and FIS/GPS services are available from the conservation districts. Districts promote and fund education activities for children including fairs, field days, and in-classroom presentations. They also offer scholarships to local high school students and sponsor teams participating in the annual Utah Envirothon.

District Leadership

Chair: Kerry Cook
435.691.5197

Vice Chair: Dean Chappell
435.287.5062

Treasurer: Mack Morrell
435.425.3673

Dwight Brinkerhoff
435.491.0099

Current Projects

Upcoming Events

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Don't assume reporter knows everything...or nothing

UACD?

UDAF?

NRCS?

AFO/CAFO?

EQIP?

DWQ?

BDAs?

CSP?

RCPP?

SJCD?

WRI?

FSA?



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Set Goals to make your district understood to the public

Opportunities come with positive public perception



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