

# **VIRGINIA ASSOCIATIONS OF RC&D**

## **PUBLIC RELATIONS COMMITTEE**

### **PURPOSE STATEMENT**

The Public Relations Committee is charged with promoting the RC&D program in Virginia. The Committee will market the activities of the Virginia RC&D Councils to elected officials; federal, state, and local agencies; and the general public.

Annual Activities of the Committee:

1. The Public Relations Committee will prepare an annual report for the Virginia Association of RC&D Councils. The annual reports will consist of a combined report of activities from each RC&D Council and special statewide projects. The report is prepared on a calendar year is due by February 1 for use at the National Leadership Forum in DC.

Each council shall submit a featured project story for inclusion in the report to the Public Relations Chairperson by November 1 of each year.

2. The Public Relations Committee will create, maintain, and schedule the use of the Virginia Association's display.

3. The Public Relations Committee will market the RC&D program in Virginia as directed by the Association such as displays, exhibits, special brochures, and other promotional items.

4. Annually monitor the websites of the Virginia Councils and NRCS to insure that the current VARCDC report is posted. In addition, they will request Virginia Councils to post a link in their website to the Virginia NRCS website for RC&D activities and success stories and to the New River Highlands RC&D link to the Virginia Association.

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