

Course Name: NRCS Communications	
Course Coordinator: Public Affairs Splst	Course Number: MI0070

Overview:

A workshop on principals and techniques of communications to inform the public, partners, and others about NRCS programs, opportunities, and important activities.

Purpose:

To enable NRCS District Conservationists and others to create and provide quality, timely, information on NRCS programs and activities.

Prerequisites:

None

Duration:

3 days

Target Audience:

District Conservationists and other NRCS staff who, as part of their job, are responsible for informing the public, agencies, partners, and others about NRCS programs, activities, and opportunities. Conservation district staff and directors may be included as space and resources allow.

Expected Outcomes:

Upon completion of the course the attendee is expected to be able to produce accurate and good quality news releases, articles, presentations, and displays that will interest the target audience. Attendees will learn how to establish and maintain working relations with media such as newspapers and radio.

Resources needed:

35 mm camera

Digital camera

Outline for: NRCS Communications

The course will include:

- Targeting communications to audience and media type
- Preparation of various types of communications (articles, displays, etc.)
- Preparation for and performance of interviews by media
- USDA and NRCS policy and procedure related to public affairs
- Establishing and maintaining relationships with newspapers, radio, television stations
- Taking pictures for use in articles and presentations
- Informing local decision makers and legislators