

Minutes
Kershaw County Extension Service Marketing Committee Meeting
October 9, 2007 – 7:00 pm

Marketing Committee – Chair, Martha Bruce

Goal A:

--Include at least 2 or 3 Extension news articles in all local newspapers per month from agents/nutrition educational assistant. (Deon, Margaret, Flora)

--Include select information from the KC Farmer's Market newsletter in the newspaper periodically.

Steps needed to obtain this goal:

--Create a rotating schedule for Extension staff to submit newsletter to the all local newspapers, to begin November 2007.

--Include the Clemson Extension Logo in news articles.

--Have a photo of Extension staff with each article submitted

--Include Extension staff members' area/s of specialization and counties served at the end of the article

Goal B:

--To promote Extension programs/events in various places the community, such as newspaper, Chamber of Commerce, newsletters, library, etc. This promotion should be done before and after programs/events.

Steps needed to obtain this goal:

--Market or advertise in various places such as newspaper, Chamber of Commerce, school newsletters, library, etc.

--Follow up after programs/events

Other:

--The Chronicle-Independent will try to include Extension/4-H "fillers" in the newspaper when space is available.

The committee will be in constant contact and will report accomplishments to the Advisory Committee in February.