



DIVISION OF AGRICULTURE
RESEARCH & EXTENSION
University of Arkansas System



Effective Communication With the Public and the Media Evaluation

Please circle the value of this class to you.

No value Somewhat valuable Valuable Very Valuable

As a result of this class, what action(s) do you expect to take in the future?
(Check all that apply)

- _____ Initiate the creation of a communications plan for my organization
- _____ Take time to identify and assess my organization's communication needs
- _____ Draft a timetable for action steps
- _____ Create a communication's committee to carry out a communications plan
- _____ Use the trust behaviors handout for a group discussion
- _____ Talk to my local newspaper reporter or editor with a better understanding of their role
- _____ Write a press release
- _____ Start a community blog/Facebook page
- _____ No action
- _____ Other: _____

What percentage of Arkansas households subscribe to *Arkansas Democrat-Gazette*?

75 percent 25 percent 10 percent 5 percent

Comments or suggestions about the program:

Prepared by Kristin Higgins, Program Associate, Public Policy Center (khiggins@uaex.edu), University of Arkansas Division of Agriculture.

United States Department of Agriculture, University of Arkansas, and County Governments Cooperating

The Arkansas Cooperative Extension Service offers its programs to all eligible persons regardless of race, color, national origin, religion, gender, age, disability, marital or veteran status, or any other legally protected status, and is an Affirmative Action/Equal Opportunity Employer.