

# **ASDCA Public Education Committee Guidelines**

Approved by the ASDCA BOD: 11/10/11

## **Committee Objective/Purpose:**

**General.** The objective/purpose of the Public Education Committee (PEC) is:

1. To standardize the requirements and expectations of Anatolian Shepherd Dog Club of America (ASDCA) sponsored or supported public educational events such as Meet the Breed events and Pet Fairs.
2. To promote and educate the ASDCA membership and public regarding the American Kennel Club (AKC), ASDCA, and the Anatolian Shepherd Dog (ASD).
3. The AKC Breed Standard for the ASD is the sole authority for questions regarding the ASD. Public education events are not an appropriate forum for commenting on disagreements pertaining to the breed standard.
4. To ensure the aforementioned objectives/purposes are met, it is imperative that the PEC and all participants of Public Education events maintain a positive attitude regarding AKC, ASDCA, ASD, fellow public education event participants and ASDCA members. It is important there is no negativity throughout the public education events as it can reflect poorly on the ASDCA.

The objectives of the PEC will be accomplished in accordance with the following:

1. Adhere to the ASDCA Committee Guidelines.
2. All materials used by the PEC must be approved by the ASDCA Board of Directors (BOD).
3. The duties of the PEC are to organize and support ASDCA and AKC public education events in accordance with these guidelines.
4. The PEC will provide guidance and direction to ASDCA members regarding:
  - a. The standardization of public educational events and ASD public education, such as in Meet the Breed events and Pet Fairs;
  - b. Guidance on consistent and proper booth design. Although the overall design of a booth may vary from year to year and location to location, all booths must have the basic ASDCA educational materials available at events (see Public Education Event Requirements);
  - c. Materials, educational publications and confirmation showing information to be maintained at each booth; to include having ASD's present within the booth;
  - d. Guidance and direction regarding topics to be discussed, to include issues such as the abilities of the ASD, its versatility, working dog abilities, and home companion abilities, etc;
  - e. Guidance and direction regarding the type of materials and or items not appropriate for booths, to include issues such as personal business advertisements, the promotion/advertisement of a private kennel, ASD's not properly socialized, and other unprofessional items or behavior, etc;
5. To provide the membership with AKC and ASDCA materials in support of public education events, such as Meet the Breed booths and Pet Fairs. The materials consist of items such as ASDCA banners and ASDCA club approved printed materials. **Note:**

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**Event participants may use other banners and materials, if approved by the ASDCA BOD. However at no time can the materials used be interpreted as promotional materials for an individual's kennel or personal business. However, participants can provide items such as business cards upon request or identify themselves as members of the ASDCA Breeders list, etc. Please note that only ASDCA members on the ASDCA Breeder's list may provide a business card upon request. Individuals not on the ASDCA Breeder's List are not permitted/ authorized to promote their Kennel in any form, to include providing a business card, even if requested while participating in the Public Education event (ie Meet the Breed event or Pet Fair). The members of the ASDCA Breeder's list pay an annual fee to be placed on the Breeder's list. Promotion of their breeding program at a Public Education Event is considered to be one of the benefits of being on the ASDCA Breeder's List.**

6. Serve as liaison between the AKC, ASDCA, and the community for educational events, were appropriate and necessary.
7. Be responsible for coordinating public education programs for the ASDCA.
8. Encourage ASDCA members to host Meet the Breed events. This can be accomplished by the use of articles and advertisements in the Anatolian Times, and by placing program information and promotional material on the Club's website via the ASDCA Web Master. (**Note: materials not discussed within these guidelines must be approved by the ASDCA BOD.**)

**Committee membership:** The Public Education Committee shall be comprised of five ASDCA full members in good standing. The Committee Chairperson will be the main point of contact. All PEC members are appointed by the BOD.

**Current Committee members:**

Edward. J. Collins (Chairman)  
Marilyn Harned  
Kathy Gerlach  
Tiffany Murphy  
Sheryle Hart (BOD Liaison)

**Committee Duties:**

All PEC members should review the AKC guidelines and information regarding Public Education Committees. AKC considers public education to be such a significant issue that they have dedicated a portion of their web site to Public Education. Please see the below AKC link in the below "AKC Public Education Information Support" section.

**Chairperson.** The duties of the Chairperson are:

1. To supervise the PEC
2. Serve as liaison between the AKC and the ASDCA for the coordination of public education programs.
3. To ensure all ASDCA Public Education events are conducted in accordance with the ASDCA and AKC Public Education guidelines
4. To assist ASDCA members in the conduct of educational events

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5. To assist in organizing ASDCA and AKC educational events
6. To keep a record of the educational events held during the year for the preparation and submission of an annual committee report to the Secretary (for the Board of Directors), for presentation at the ASDCA AGM (Annual General Membership meeting).
7. Review public education articles and pictures (usually this will be from Meet the Breed events).
8. To ensure the content of the articles and pictures submitted for publication in the Anatolian Times are appropriate for publication. Pictures must be closely scrutinized to ensure they depict appropriate images. In situations when the content of an article or a picture is in question, the Chairperson should contact the President or Secretary for additional guidance. The articles and pictures will then be submitted to the Anatolian Times Editor for publication.
9. Provide the ASDCA Secretary information regarding an upcoming public education event so it can be advertised on the club web site and in the Anatolian Times. Information should be provided as soon as available. The advertising will allow other ASDCA members in the area to participate in the event.
  - a. Information to be provided: name of event, date and time of event, requirement for ASD's at event, and point of contact for the event
10. Upon completion of the public education event, the Chairperson of the event should provide the PEC Chairperson with a list of club members attending the event. In turn, the PEC Chairperson will forward the list of participants to the ASDCA Secretary. The list of participants will be used to ensure their proper recognition for supporting the ASDCA and the Public Education event.
11. Contact AKC regarding public education questions and regularly review their "Resources" section for additional public education materials and information.

Committee Members. Assist the Chairperson in all of the above duties and responsibilities.

## **Unique Expertise Required:**

1. Members of the PEC must have extensive knowledge of the ASDCA.
2. Members should have participated in at least one Meet the Breed type event;
3. Members should have working knowledge of the ASD, to include its uses as a Working Dog, Companion dog, and Confirmation Showing.
4. Members should have breeding experience or a sound understanding of breeding issues/concerns.

**Unique Requirements:** Members of the PEC must have internet access for communication (email) and phone service. Members should have working dog expertise.

## **Committee Guidelines:**

1. The specific goal of the PEC shall be to educate ASDCA members and public regarding ASDCA and the ASD, to include its ancient characteristics.

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3. The PEC will also keep a record of all ASDCA Public Education events conducted during the year (January to December) and submit an Annual Report to the BOD (in person when possible) and ASDCA members at the Annual General Meeting (when possible).
4. The conduct of the PEC shall be guided by the AKC and ASDCA Public Education Guidelines.
5. In conjunction with AKC, order AKC public education materials. AKC is available to support the ASDCA PEC, see AKC Public Education Information Support attachment within these guidelines for additional information. The AKC link for Public Education information is:

**[http://www.akc.org/public\\_education/coordinators.cfm](http://www.akc.org/public_education/coordinators.cfm)**

6. The PEC will review and update ASDCA public education materials as necessary to ensure the ASDCA membership and public have the most current information regarding the ASDCA and the ASD.
7. The PEC will respond to AKC requests for public education materials and information.
8. The PEC will respond to member requests for public education materials and information.
9. **Anatolian Times Support:** The below two requirements (subparagraphs “a” and “b”) can be combined into one Times article. The Times article should be submitted to the Times Editor in accordance with the submission deadlines. Currently the submission deadlines are January 1, May 1, and September 1, annually.
  - a. Prepare and submit an article for each edition of the Anatolian Times regarding the upcoming public education events and the highlights of events previously completed, to include photographs of the event(s) to inform the ASDCA membership.
  - b. Prepare and submit an article for each edition of the Anatolian Times regarding issues that will assist in educating ASDCA members (and the public) regarding the ASD concerns. Topics to consider can include, but are not limited to: breed history; breeding; temperament; etc. Many additional educational articles and topics can be found in the numerous books published regarding the ASD.

## **Budget:**

1. **PEC Committee:** Funding Public Education is available through the ASDCA and the PPPCP Committee. The PEC must annually project its anticipated budget and provide it to the ASDCA Treasurer by November 30 for the following calendar year. The anticipated budget will estimate the number of educational events projected during the upcoming Calendar year and then determine the amount of subsidies necessary for each event. Normally each subsidy will consist of material costs for handouts, costs for mailing items (such as banners) and any additional costs to subsidize the event (such as ASDCA reimbursements for each educational event). See the ASDCA Treasurer section below for details of funding available in support of public education events.
2. **ASDCA BOD:** Requests for funding of educational events meeting the criteria set forth within these guidelines shall be deemed approved. In those cases, when the ASDCA BOD is not available to approve a funding request, the ASDCA President shall make a determination and subsequently advise the BOD of action taken.

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## 3. **ASDCA Treasurer:**

a) Advise the ASDCA BOD during each BOD meeting within the Treasurer's report of monies paid in support of educational events as provided below.

1. The ASDCA will reimburse full members up to \$200 per Meet the Breed event which are in support AKC events.

2. The ASDCA will reimburse full members up to \$75 per Meet the Breed event in support of public education events, not directly related to AKC events, referenced in subparagraph (a) above.

b) Review and approve request(s) as appropriate for reimbursement of expenses resulting from educational events in accordance with subparagraph 3 a) above. All requests for reimbursement shall be accompanied by appropriate receipts. In those cases where a receipt(s) was not provided, a statement from the requestor detailing costs and an explanation for no receipt will be provided.

## **Submission of Reports:**

1. An Annual report will be provided to the ASDCA Secretary, 30 days prior to the Annual General Meeting. The report will consist of the number of ASDCA sponsored public education events, such as Meet the Breed events and AKC Meet the Breed events held during the current calendar year (January to December), the names of the ASDCA members participating in each event, and the estimated number of individuals visiting each event (if possible).

2. The Committee report will be provided to the ASDCA membership by the PEC Chairperson during the AGM.

**Other Information:** The ASDCA maintains a shipping account with FedEx for the shipment of ASDCA materials. The point of contact for the FedEx account information is the the ASDCA President.

Whenever ASDCA club members participate in a public education event, the Chairperson of that event is requested to prepare a short article and provide pictures of the event for publishing in the Anatolian Times. The article and pictures will be used to educate and inform club members of the various activities club members participate in. This is an opportunity for the members of the public education event to “brag” about the event they participated in. The article and pictures should be submitted to the PEC Chairperson for subsequent publishing in the Anatolian Times.

1. All public education articles and pictures will be submitted to the PEC Chairperson for their review and will be subsequently forwarded to the Anatolian Times Editor for publishing.
2. All articles submitted to the Chairperson should not be longer than approximately 1000 words and ready for printing. Please ensure the article is grammatically correct.
3. All public education pictures submitted for publishing should be submitted in Jpeg format, with a resolution of 72 PPI. No more than approximately 10 pictures can be submitted for publishing.

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4. When possible, all ASDCA public educational pictures submitted for publishing to organizations outside of the ASDCA, such as AKC or local news media must be coordinated with the ASDCA President or Secretary, prior to submission.
5. Public education articles and pictures should be submitted to the PEC Chairperson 30 days after completion of the public education event.
6. Requests for reimbursement of funds must be submitted to the ASDCA Treasurer within 90 of the public education event.

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## Public Education Event Requirements

1. All educational events such as Meet the Breed events will be standardized to the degree possible. At a minimum, all ASDCA members sponsoring a Meet the Breed booth type events must make every attempt possible to have the following materials available for the booth:

A. **Club Banners:** The ASDCA has available three different banners that should be used at public education events. The Working Dog and National Specialty banners are 6' high and 3' wide. The ASDCA club logo banner is 2' high and 4' wide.

1. **Working Dog Banner:** This banner is used to show the versatility of the ASD's by depicting the various livestock they protect.

2. **National Specialty Winners banner:** Although the banner reflects the ASDCA National Specialty winners and best of opposite dogs, it also serves as an excellent example for confirmation and for depicting the various coats and colors/markings of the ASD's.

3. **ASDCA banner:** This banner reflects the club name and emblem.

B. **ASDCA Handouts:** The following handouts will be made available at each booth. The handouts can be downloaded from the ASDCA web site.

1. Current Breeders List
2. Anatolian Shepherd Dog Facts at a Glance
3. Serious Questions to Consider Before Purchasing an ASD
4. ASD Health Handbook
5. Just for Kids: The ASD
6. ASDCA Membership applications
7. ASDCA Information Booklets (for sale)

C. **Miscellaneous Items:**

1. Dog Kennels. Generally 2-3 dog kennels are sufficient within the booth.
2. Water/bowls for the ASD's
3. Coolers with any food or drinks necessary for individuals supporting the booth.

2. Advertising or promotion of a private business, such as kennel will not be conducted at the Meet the Breed event. This will include display of kennel names, business cards, etc. However, if the ASDCA member at the Meet the Breed booth is a breeder and an individual requests a business card from ASDCA member, one can be provided.

**Note: Event participants may use other banners and materials, if approved by the ASDCA BOD. However at no time can the materials used be interpreted as promotional materials for an individual's kennel or personal business. However, participants can provide items such as business cards upon request or identify themselves as members of the ASDCA Breeders list, etc. Please note that only ASDCA members on the ASDCA Breeder's list may provide a business card upon request. Individuals not on the ASDCA Breeder's List are not permitted/authorized to promote their Kennel in any form, to include providing a business card, even if requested while participating in the Public Education event (ie Meet the Breed event or Pet Fair). The members of the ASDCA Breeder's list pay an annual fee to be placed on the Breeder's list. Promotion of their breeding program at a Public Education Event is considered to be one of the benefits of being on the ASDCA Breeder's List.**

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## **Public Education Event Requirements (con't)**

3. Upon completion of the public education event, the Chairperson of the event must provide the PEC Chairperson with a list of club members attending the event. In turn, the PEC Chairperson will forward the list of participants to the ASDCA Secretary. The list of participants will be used to ensure their proper recognition for supporting the ASDCA and the Public Education event.

4. To ensure all ASDCA members have a well rounded knowledge of activities the ASDCA participates in and or sponsors, the Chairperson for each public education event (Meet the Breed event or Pet Fair) is requested to write a short article (no longer than approximately 1000 words), summarizing the event and submit approximately 10 pictures of the event. The article and pictures should be submitted to the Anatolian Times Editor, via the PEC Chairperson for subsequent publishing in the Anatolian Times. The article submitted to the Chairperson should be grammatically correct and ready for print. The pictures should be submitted in Jpeg format, with a resolution of 72 PPI.

### **5. ASD's in the Public Education Booth:**

a. Due care must be taken with all ASD's present at each public education event to insure the ASD's "get along". All ASD's must be socialized to ensure they are acceptant of the numerous visitors that will attend the public education event and want to touch and or pet them, especially children. Always remember that children may at times pull the ASD's ears, tails, etc. The individuals manning the public education event must always be observant and vigilant of the visitors and closely monitor their ASD's, to ensure they remain tolerant of the visitors. It is always a good idea to give each ASD a break from the visitors and place them in a kennel where the ASD can relax.

b. Bitch in Season. At no time may a bitch in season (to include coming into season or going out of season) be present in the public education event.

6. **Funding:** The ASDCA will provide financial support for educational events as provided below to cover the costs incurred obtaining ASDCA required materials. These materials include, but are not limited to handouts and for the shipping and handling of club banners, and other miscellaneous items. Due to the unique nature of the education events, members generally purchase items needed to support the educational event and then request reimbursement. Please note that for reimbursement, the President or ASDCA Board of Directors (BOD) must have previously approved the specific event. To obtain reimbursement, a copy of the receipt(s) reflecting the cost must be provided to the ASDCA Treasurer within 90 days of the events' completion. Those funds may only be used to purchase items necessary to support educational event. Items such as food, vehicle transportation fees, hotels, etc are not reimbursable.

a. The ASDCA will reimburse full members up to \$200 per Meet the Breed event which support AKC Public Education Events such as Eukanuba and AKC Meet the Breeds event in NYC.

b. The ASDCA will reimburse full members up to \$75 per Meet the Breed event in support of public education events, not directly related to AKC events, referenced in subparagraph (a) above.

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## AKC Public Education Information Support

The AKC web site contains public education information, such as material that can be ordered to support public education events. For example, information that can be requested is:

- a. AKC Responsible Dog Ownership bookmarks,
- b. Information for making presentations to school children about safe behavior around dogs
- c. Responsible dog ownership literature
- d. PECs starter kit packed with information about launching programs, networking and obtaining positive media coverage for your club and activities.

Public Education Corner. The *Public Education Corner* is a quarterly newsletter published by AKC that contains ideas for new public education programs, updates on AKC materials, success stories and other information that Public Education Coordinators can share with their organizations. AKC encourages Public Education Coordinators to send in article ideas and photos for use in upcoming issues of the *Public Education Corner*. All photos become the sole property of AKC and may be used in AKC publications. The *Public Education Corner* is emailed to every Public Education Coordinator six times per year. The ASDCA Public Education Coordinator can sign up for the *Public Education Corner* (as well as other AKC eNewsletters) at: <http://cs.silverpop.com/akc/preferences/index.sp>

### AKC Resource Materials available for Public Education:

The AKC Public Education department offers brochures, books, educational kits and fliers that contain popular AKC responsible dog ownership messages or games and activities. See the below AKC web sites for information that available to the ASDCA PUC to support Meet the Breed events.

#### AKC Public Education Information Support (con't)

- **Brochures:** [http://www.akc.org/public\\_education/resources.cfm?page=2](http://www.akc.org/public_education/resources.cfm?page=2)
- **Books and Posters:** [http://www.akc.org/public\\_education/resources.cfm?page=3](http://www.akc.org/public_education/resources.cfm?page=3)
- **Educational Kits:** [http://www.akc.org/public\\_education/resources.cfm?page=4](http://www.akc.org/public_education/resources.cfm?page=4)
- **Reproducibles for Adults and Children:**  
[http://www.akc.org/public\\_education/resources.cfm?page=5](http://www.akc.org/public_education/resources.cfm?page=5)