



AKC RESPONSIBLE DOG OWNERSHIP DAY PITCHING

A great public relations and education opportunity for clubs is the AKC® Responsible Dog Ownership Day (RDO Day). The goal of AKC RDO Day is to educate novice dog owners about the responsibilities of dog ownership and help experienced owners enhance their relationship with their pet. Hundreds of AKC-affiliated dog clubs, as well as many other pet-related organizations, hold free events in their communities throughout September. Activities include AKC Canine Good Citizen® tests, obedience and agility demonstrations, microchipping clinics, breed rescue information, therapy dog and service dog demonstrations, safety around dogs for kids, fund-raisers, and many other entertaining and educational events.

A club's annual dog show is its showcase event. Many times clubs will host an AKC RDO Day event with their show. The club's dog show best captures the attention of the media and offers the biggest opportunity to educate the public about purebred dogs. Where else can they go and get a glimpse of possibly all 153 AKC-recognized breeds in one location in one day?

Here are some things your club can do to get the word out about its AKC RDO Day event:

- Get a proclamation from your mayor
- Send a press release to the local media
- Set up interviews with local media about your event and its purpose
- Write a pitch letter to persuade your local media to cover RDO Day
- Send a media alert to draw reporters to your event
- Send a Letter to the Editor about RDO Day

Here are some links to help you with your pitching:

- Sample media materials, templates are available at www.akc.org/clubs/samples
- AKC RDO Day main page: <http://www.akc.org/clubs/rdod/index.cfm>
- Downloadable resources for your event:
http://www.akc.org/public_education/resources.cfm?page=5