

**2021
Media Conservation Award**

CUMBERLAND COUNTY COMMUNICATIONS OFFICE

This award is presented to an individual, county department or organization that has made an outstanding contribution to the public's awareness of Conservation Districts and natural resource issues. The Cumberland County Communications Office consists of Director Samantha Krepps and her staff of Ben Burner and Chris Sechrist.

Since the Communications Office was first established, they have done a great job at getting the word out about the roles of all County Departments and how they can assist the general public with their needs.

The Communications Office has trained the Conservation District staff on how to best utilize Facebook to reach the sites users. They promote programs by utilizing the County web site (www.ccpa.net) for announcements and press releases to reach the most people possible. Press releases are written up and are sent to the local news media for distribution in their newspapers and social media sites.

The Communications Office has promoted the following Conservation District programs and events:

- Tree Seedling Sale
- High School Envirothon
- Scholarship Program
- Rain Barrel Program
- Cover Crop Program
- Pre Sidedress Nitrogen Testing
- Chesapeake Bay Watershed Implementation Plan
- Conservation Awards Program
- Golf Tournament Fundraiser
- Dirt, Gravel & Low Volume Program
- Erosion & Sedimentation Control Program
- Court House Christmas Tree Donation