



Dear Readers,

Firstly, I would like to send you my best wishes for the New Year. A new year means new resolutions, leaving the old behind and breaking new ground, but also protecting what's tried and tested. This also applies to the club's public relations work. Our anniversary year – we are celebrating 125 years of *Verein für Deutsche Schäferhunde (SV) e.V.* – provides special opportunities to promote our German Shepherds and our club activities.

How do you promote something?

1. Publicity: We need to publicise our breed and our club, i.e. make it clear to the public what we offer and what we stand for.

2. Information: The breed needs to be presented to the public in its entirety and diversity, including outside of training grounds and club events. Our perception of dog sport and the German Shepherd breed often differs significantly from the perception outside our club world. People's view of dogs has changed: whereas dogs used to be kept for utility, the majority of dog owners now regard them as companions or substitutes for a child or partner. New circumstances such as the amended Animal Welfare Dog Ordinance and the discussion about protection service in sport present us with challenges. Sticking our heads in the sand will not help us.

3. Trigger positive feelings: We need to associate our breed and our club with positive feelings among the population. We can draw on the full potential of our well-socialised and well-trained dogs in public. Our dogs can be more than just everyday pets, they can save lives, offer companionship and serve as therapy dogs.

4. Image: We can improve the image of our breed by educating the public while keeping a critical eye on negative developments. Show the public what we do and what great dogs we have. Show and explain our sporting disciplines with their modern training methods in all their diversity. Solidarity with the VDH, other working dog and interest groups (K9-and-Sports) and authorities employing service dogs strengthens us. Cooperation and acceptance must be emphasised within our club.

5. Reminders: Use every opportunity to remind people about our dogs in a positive way, whether in private, in public or on the dog training ground and at events. Every positive headline promotes our breed and our sport.

Help us and get the word out! You can find help on how to deal with the media here: www.schaeferhunde.de/mein-sv/infothek/oeffentlichkeitsarbeit. You are also welcome to contact me personally if you need support.

With this in mind, let's all be ambassadors for the German Shepherd.

Yours truly,

Dr Barbara Ullrich-Kornadt,

SV Press Officer