

PUBLICITY

Budget: _____

Members: 2-3

Members of this committee are responsible for publicizing all club activities through newspaper articles, television, local publications, periodicals, websites and other appropriate and effective means.

PROCEDURES:

Refer to The Friendly Garden Club Publicity Guideline manual. This should be kept updated throughout the year with additions or deletions of information.

The committee chair will carry out responsibilities with her committee and will consider budget monies available for expenditures.

At the beginning of a new club year the committee chair will receive and review the following from the previous chair: (1) the end-of-year Publicity Report, (2) the Publicity notebook/guidelines, and (3) the previous years' Publicity Press Book.

Establish contact with area newspapers, magazines, TV and radio stations, etc. with a personal introduction as the new publicity chair. Verify contact person and obtain phone number, email, FAX address for press releases. Keep list updated.

Meet with committee members and assign duties for the year.

The Publicity Chair will receive information from the 2nd vice president, which is the award's chair, for preparation and submissions of the Publicity Press Book for state and district awards.

Check the first quarter issue of The Michigan Garden Club newsletter, THE GATE, for guidelines for evaluating the Publicity Press Book.

Send a press release to each news outlet two weeks prior to each monthly meeting announcing the meeting, program, speaker and indicate if it is an "open" meeting.

Save a copy of all press releases.

Contact a news photographer for the Arbor Day activities, the Logo Garden and Senior Center planting in June, the Garden Walk in July, the Landscape Awards in September and any other newsworthy events.

Make arrangements for article on Garden Walk for spring gardening issues in local newspaper.

PUBLICITY Cont'd . . .

GARDEN WALK PUBLICITY

Arrange advertising for:

1. Garden Walk with local newspaper, etc.
2. Large ad BEFORE Garden Walk to list sponsors thanking them for their support and encouraging support of their business.
3. Large ad AFTER Garden Walk for same above reason.
4. Smaller ads to be determined considering budget and necessity.
5. Save all news clippings, press releases, printed articles and website postings in chronological order that pertain to the club's activities.

END OF THE YEAR

Compile a Publicity Press Book using the guidelines provided by the 2nd vice president. Purchase a notebook and material to be used for completion of the press book. Upon completion of the press book and award form, turn the Publicity Press Book over to the 2nd vice president, who will submit to the district awards chairman. When the Publicity Press Book is returned the following spring, keep for reference. The awards chair or historian keeps all previous press books.

Send "Thank You" letters to newspapers and media stations for their continued support. Keep an updated list of contacts, addresses, email addresses and phone numbers.

Two copies of the end of year publicity report must be given to FGC president at the end of the year.

All books and papers that belong to the Publicity committee will be turned over to the new committee chair at the last meeting of the year.