



Mountain Garden Club Time line Template

Event/Publication

Publicity -- Print Media

Date Created: July 1, 2016 Form Creator Name: Deb Holmes

Event/Pub Date: (appx) N/A Form Creator Tel.: _____

Date to Begin By: _____ Form Creator Email: _____

Committee Name: Publicity (Print Media)

You can type as much as you like in any box. The form will automatically expand to handle the increase. If you need more categories (which you probably will) just click on the "Time Category" Button.

| Time Category | Actions Necessary | Tips & Best Practices |
|---------------|--|--|
| July | <p>1) If any summer events such as garden parties take place in July and August, make sure someone is on hand to take photos. These photos can be submitted to the Lilac Letter with the Aug. 7 deadline submission.</p> <p>2) Introduce yourself via email to Lisa DuFault, owner of Charity Chatter. Ask to be put on her email list to be notified of deadlines for her publication. Chatter is published every two weeks as a calendar of events encompassing a two week time frame. Sometimes the time frame coincides with MGC events and meetings. Other times it does not. When an event falls within the two week time period that the next edition covers, submit a calendar item. Lisa sends email reminders of Monday deadlines the Thursday or Friday before.</p> | <p>The Conway Daily Sun will run photos, Charity Chatter does not.</p> <p>Charity Chatter runs calendar listings only with one to two longer stories available per year if the MGC participates in a cable television taping.</p> <p>Lisa DuFault from Charity Chatter takes photos for the Conway Sun. Keep her apprised of photo-worthy MGC events.</p> <p>Refer to Media list for contact information, names and deadlines.</p> <p>The MGC does several dining fund raisers each year. The dates vary, but each requires at least a calendar item in the CDS and Charity Chatter. The Flatbreads fundraiser usually gets a 3 x 5 ad in the CDS as well. By the end of July all of the fundraiser dates are set.</p> |



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|---------------|--|---|
| August | <p>1) August 7 is the deadline for submitting a report to the New Hampshire Federation of Garden Clubs (NHFGC) state quarterly publication, The Lilac Letter. Introduce yourself in a short note to the editor of the Lilac Letter and let her know that you will be submitting items from the Mountain Garden Club. Only one person per club is allowed to submit items for the Lilac Letter. It should be about 300 words, with photos if applicable, about any MGC achievements in the past quarter and what the club will be doing in the coming quarter. Also, add Calendar Events for the last page. Note: Although the suggested length is 300 words, up to 600 words can be submitted.</p> <p>2) Write a press release about the Alice T. Madden scholarship recipients. Include information about and photos of recipients. Submit to the Conway Daily Sun (CDS) via email. If you are new to publicity, introduce yourself in a short note, so the editor is familiar with you.</p> <p>3) Towards the end of the month check to see if the September meeting falls in the next two-week period for Charity Chatter. If so, submit a calendar item for the September meeting.</p> <p>4) At the end of the month, check to see if there are any dining fundraisers in September and if so, submit calendar items to the CDS and Charity Chatter.</p> | <p>1) Refer to List of Media Contacts for names, e-mail addresses and deadlines.</p> <p>2) The MGC submission is sent to LEditor@nhfgc.org. The editor is Sylvia Swartz (603-548-7741). The Lilac Letter publication is now being distributed to all members of all state clubs via e-mail. The Lilac Letter editor does not send deadline reminders. It's up to you to keep track of the deadlines.</p> <p>3) Check with the scholarship chairperson to get necessary information and photos of the scholarship recipients.</p> <p>4) Copy all submissions to the Press Book and Scrap Book people and to the publicity co-chair for electronic submissions.</p> <p>5) Include your name and contact number and email with all submissions.</p> <p>6) Small items, such as calendar notices, can be embedded in the email. Larger items should be in doc format and should be attached to the email. Tell the email recipients that you are including an attachment (s). Give your doc an identifying name such as MGC Sept Meeting.</p> |
| September | <p>1) The first week, submit notice for the September meeting (who, what, when & where) for the Calendar of Events page to the CDS and for Charity Chatter if appropriate.</p> <p>2) This is also a good time to write a short news release about the upcoming September meeting for the CDS. Include a photo of the speaker.</p> <p>3) Often a check is presented at the September meeting. Ensure that a photo will be taken and submit the photo to the CDS with a cutline.</p> <p>4) If the MGC is doing Flatbreads dining fundraiser this month, be prepared to submit a 3 x 5 ad to the CDS. You can create this ad if you are handy with graphics. If not, another board member will help you.</p> | <p>1) Refer to List of Media Contacts for names, e-mail addresses .</p> <p>2) CDS = Conway Daily Sun</p> <p>3) Check with Yearbook chair to get photo of the Sept. speaker and submit it with the release to the CDS.</p> <p>4) Ads in the CDS are billed directly to the MGC treasurer but must be pre-approved by the board. When in doubt, check with the president, VP or treasurer.</p> |



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| <p>October</p> | <p>1) October 7 is deadline for submitting a report to the NHFGC state quarterly publication, The Lilac Letter.</p> <p>2) Write and submit a press release and calendar item to the CDS for the October Lunch and Learn, including photo of speaker. Deadline for reservations is 10 days in advance of event, so you will want to submit the press release in early October. Also send press release to the Berlin Daily Sun and Laconia Daily Sun.</p> <p>3) Submit a notice of the Lunch and Learn registration deadline to Charity Chatter. Alert Lisa DuFault of a photo opportunity.</p> <p>4) Check to see if a dining fund raiser is being held this month and submit calendar item (and ad if the fund raiser is Flatbreads) to the CDS.</p> | <p>1) Refer to List of Media Contacts for names, e-mail addresses.</p> <p>2) Calendar notice should be submitted with the deadline for reservations for the L and L. It is not necessary to submit a notice for the event itself since it will not be open for attendance after the deadline.</p> <p>3) Include a boiler plate paragraph at the end of each press release.</p> <p>4) Include event, time and location in the first paragraph of release. Mention that MGC meetings are free and open to the public.</p> <p>5) Print media (CDS and Charity Chatter) usually are invited to the fall and spring Lunch and Learns as guests. Check with the board to see if this is desired and if so send an email invitation to the community editor at the CDS and to the editor of Charity Chatter. Ask them to RSVP by the registration deadline so they can be included in the meal count.</p> |
| <p>November</p> | <p>1) If the November educational workshop is open to members only, no media notice is needed. If the workshop is open to the public, write a brief press release for the CDS including a photo of the workshop leader.</p> <p>2) Alert Charity Chatter of a photo-op either at the workshop and/or at the greens workshop for the Holiday Boutique (held in early December).</p> <p>3) Check to see if there is a dining fund raiser this month and submit calendar items to the CDS and Charity Chatter.</p> | <p>1) Print out sign-up list of distribution of Holiday Boutique poster locations for the workshop.</p> |



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| December | <p>1) First week in December, submit Holiday Boutique ad for a one-day run the Friday before the boutique.</p> <p>2) Submit a photo of the greens workshop with a story about the holiday boutique to the CDS. Alert Charity Chatter of a photo op at greens workshop. Include Laconia Daily Sun and Berlin Daily Sun in the press release distribution.</p> <p>3) Submit a calendar notice to the CDS and Charity Chatter about the holiday boutique.</p> <p>4) The December holiday luncheon is for MEMBERS ONLY, so no meeting notice is sent to the media.</p> <p>5) Last week in December, submit notice for the January meeting (who, what, when & where) for the Calendar of Events page to the CDS and Charity Chatter.</p> | <p>1) December is a busy time for publications with many events competing for limited space, so make sure to follow up on submissions and ads and get material in as soon as possible.</p> <p>2) Refer to List of Media Contacts for names, e-mail addresses.</p> <p>3) Holiday Boutique poster is used for the ¼ page ad. Check ad rate with the CDS and ensure that they are giving the rate for non-profits.</p> <p>4) All expenditures must be pre-approved by the Board. If in doubt, check with the president, VP or treasurer.</p> <p>4) The CDS will bill the MGC treasurer for the ad.</p> <p>5) Contact DD Warren for updated Holiday Boutique poster in electronic format.</p> |
| January | <p>1) Write a press release for the CDS about the Alice T. Madden scholarship application being available through the guidance counselor's offices and on the MGC website.</p> <p>2) If you have not already done so, submit a calendar item to the CDS and Charity Chatter about the January monthly program.</p> <p>3) If you have not already done so, submit a press release to the CDS about January's program speaker. Include a photo.</p> | <p>1) Include photo with a story for the CDS about January's monthly speaker. The yearbook chair will have these photos.</p> <p>2) Get necessary information from the scholarship chairperson or have her/him write the press release and e-mail to you for submission.</p> <p>3) Refer to List of Media Contacts for names, e-mail addresses.</p> |
| February | <p>1) Write a press release about the February meeting and speaker for the CDS. Include a photo.</p> <p>2) Submit calendar items about the February meeting to the CDS and Charity Chatter.</p> <p>3) Check with the board to see if CDS ad for scholarship deadline is needed and if so, create and submit ad.</p> | <p>1) Refer to List of Media Contacts for names, e-mail addresses .</p> <p>2) Include a boilerplate graph at the end of the press release.</p> <p>3) Mention in press release that meeting is free and open to the public.</p> |



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| March | <ol style="list-style-type: none"> 1) March 7 is deadline for submitting a report to the NHFGC state quarterly publication, The Lilac Letter. 2) The first week in March, submit notice for the March meeting (who, what, when & where) for the Calendar of Events page to the CDS and Charity Chatter. 3) Write a press release about the March meeting and submit to the CDS. Include photo. 4) Check to see if any dining fund raisers are being held this month and submit calendar notices to CDS and CC. | <ol style="list-style-type: none"> 1) The MGC submission is sent to LEditor@nhfgc.org. The editor is Sylvia Swartz (603-548-7741). 2) Refer to List of Media Contacts for names, e-mail addresses . |
| April | <ol style="list-style-type: none"> 1) First week submit to CDS story about the April Lunch and Learn as reservations and payment are due 10 days before the event. 2) Include LaconiaDS and BerlinDS in Lunch and Learn press release distribution. 3) Submit calendar items to the CDS and Charity Chatter about the spring Lunch and Learn in advance of the registration deadline. | <ol style="list-style-type: none"> 1) Refer to List of Media Contacts for names, e-mail addresses. 2) An editor from the CDS and Charity Chatter are usually invited to the spring Lunch and Learn as guests of the MGC. Check with the board to see if this is desired and if so, email invitations to both. Ask for an RSVP by the registration deadline so they can be included in the meal count. |
| May | <ol style="list-style-type: none"> 1) Third week, write a short press release for the CDS about the plant sale that is held the first week in June. Also send to LaconiaDS and BerlinDS. Include a photo of last year's plant sale (DD Warren) and a cutline identifying people in the photo. 2) Write a press release for the CDS about the May MGC meeting and speaker. Include photo. 3) Submit notice for the May meeting (who, what, when & where) for the Calendar of Events page to the CDS and Charity Chatter. 4) The last week of May submit an ad to the CDS for the June plant sale if approved by the board. | <ol style="list-style-type: none"> 1) Refer to List of Media Contacts for names, e-mail addresses. 2) Check to see if the board has approved an ad for the plant sale. If so, the poster is submitted as a quarter page ad. 3) Ads are billed directly to the treasurer. 4) Include photo of last year's plant sale for inclusion with the CDS press release. Often just a photo and cutline are submitted. |



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| <p>June</p> | <p>1) June 7 is deadline for submitting a report to the NHFGC state quarterly publication, The Lilac Letter.</p> <p>2) First week, write a brief press release about "Art in Bloom" and submit to CDS, LDS and BDS. Include a photo from last year.</p> <p>3) Submit calendar items for Art in Bloom to CDS, LDS and BDS and Charity Chatter.</p> <p>4) The annual luncheon in June is for MEMBERS ONLY, so no meeting notice is sent to the media.</p> | <p>1) Refer to List of Media Contacts for names, e-mail addresses.</p> <p>2) The MGC submission is sent to LEditor@nhfgc.org.</p> <p>3) The editor is Sylvia Swartz (603-548-7741). Refer to List of Media Contacts for names, e-mail addresses .</p> |
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Mountain Garden Club Time line Template

Event/Publication

Publicity -- Print Media

Click to Add a
Time Category

Generally

- 1) Anytime the MGC does something out of the ordinary (garden therapy, awards won, scholarships awarded, donations to area non profits, grants won, sponsorship solicited and received) it should be publicized. You can report on several things at one time or, if significant enough, just on the one event/ accomplishment. Always try to include a photo(s).
- 2) The publicity committee should collect or print out three copies of all written media communications (Calendar of Events notices, press releases, Letters to the Editor, photos, etc.), including and especially online calendar of event listings and articles (e.g., MWW Chamber's E-Traveler Newsletter, etc.). Periodically, two copies of each are delivered to the Press Book chairperson and one copy to the Scrapbook Chairperson.
- 3) Paid advertisements must be pre-approved by the MGC Board. Print ads are generally placed for the scholarship deadline, large dining fund raisers, the plant sale, Art in Bloom and the holiday boutique.
- 4) Always include your contact information with press releases.
- 5) Remember that publications are doing the MGC a favor by running our releases. Make life easy for the editors by meeting their deadlines and lead times, writing in the newspaper's style, and proofreading your submissions. Pay careful attention to spelling, especially of people's names.
- 6) Ask questions or for help if you need it! Many board members have done publicity or have deep knowledge of the club and are happy to help you. Send press releases to a few board members who have done publicity before you submit them just as a sensibility check.
7. Both the Press Book and the Scrapbook are based on a calendar year (Jan-Dec) versus the MGC fiscal year (Jul-Jun), so media communications are collected starting in January each year.

Rev. 2017

Print Form



Mountain Garden Club Time line Template

Event/Publication

Publicity (Electronic Media)

Date Created: July 1, 2016 Form Creator Name: Deb Holmes, Betsey Harding

Event/Pub Date: (appx) N/A Form Creator Tel.: _____

Date to Begin By: _____ Form Creator Email: _____

Committee Name: Publicity (Electronic Media Timeline)

You can type as much as you like in any box. The form will automatically expand to handle the increase. If you need more categories (which you probably will) just click on the "Time Category" Button.

| Time Category | Actions Necessary | Tips & Best Practices |
|---------------|--|--|
| July | As soon as programs are confirmed and dates for special events and fund raisers are chosen for the current fiscal year, write up "who, what, when, where" notices for each one to submit to the magazines, local tourist organizations (CoCs) , tourist web sites, Charity Chatter website and NHFGC website. | New Hampshire Home, Yankee Magazine, Northern New England Journey AAA Magazine, MWV Chamber of Commerce E-Traveler Newsletter, VisitNH.gov., AmericanTowns, NHFGC, etc. Refer to the List of Media Contacts for complete contact information. Magazines need calendar information six months ahead and CoC and websites can take all notices for a year. It easier to do it all at one time, than try to remember months ahead when something needs to be sent in. |
| August | Confirm that media notices for the Lunch & Learn in October is taken care of (i.e. online magazines, websites, MWV CoC). | Copy all submissions to the Press Book and Scrap Book people. |
| September | 1) Submit calendar item of Sept. meeting to the Conway Daily Sun (CDS) electronic calendar. 2) Submit an electronic CDS calendar item for any dining fundraisers. 3) Check the deadline for registration for the Oct. Lunch and Learn. It usually is 10 days to two weeks before the event. Contact radio stations, TV stations, and tourist websites about the Lunch & Learn. | Speaker photos can be obtained from the MGC webmaster or yearbook creator. The Sun online calendar will accept photos. CDS=Conway Daily Sun |



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Event/Publication

Publicity (Electronic Media)

| Time Category | Actions Necessary | Tips & Best Practices |
|---------------|---|---|
| October | <ol style="list-style-type: none"> 1) If you have not already done this in September, the first week of October check the deadline for registration for the Oct. Lunch and Learn. It usually is 10 days to two weeks before the event. Contact radio stations, TV stations, and tourist websites about the Lunch & Learn. 2) Confirm that media advertising for the Holiday Boutique in December is taken care of (i.e. magazines, websites, MWV Chamber of Commerce). 3) Submit Lunch and Learn calendar item to the online Conway Daily Sun events calendar. 4) Submit an electronic CDS calendar item for any Dine to Donate events. | CDS = Conway Daily Sun |
| November | <ol style="list-style-type: none"> 1) If the November education workshop is MEMBERS ONLY, no notice is sent to the media. 2) Provide sign-up list of locations for poster delivery for holiday boutique at the workshop. Members will check off the MWV businesses/organizations where they will deliver Holiday Boutique posters. 3) If Board directs, contact radio station to run an ad spot for the holiday boutique. Refer to list of media contacts for specifics. 4) Check to see if there is a dining fundraiser this month and submit to CDS online calendar. | Print out sign-up list of Holiday Boutique poster locations for workshop. CDS = Conway Daily Sun |
| December | <ol style="list-style-type: none"> 1) First week in December, schedule and get members to take part in live media publicity (Drive Time, WMTV, etc.) for the holiday boutique. 2) December is the Holiday Luncheon for MEMBERS ONLY, so no meeting notice is sent to the media. 3) Submit online calendar notice about the boutique to the CDS. | |
| January | <ol style="list-style-type: none"> 1) Submit online calendar notice of January meeting to the CDS. | CDS = Conway Daily Sun |



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| February | 1) The first week, confirm that media advertising for the Lunch & Learn in April is taken care of (i.e. magazines, websites, MWV CoC). 2) Submit online calendar notice of February meeting to CDS. 3) Check on any dining fundraisers and submit to CDS online calendar. | CDS = Conway Daily Sun |
| March | 1) Submit to CDS online calendar the March speaker with photo. 2) Contact radio and TV stations about the April Lunch and Learn. 3) Submit an online calendar notice of the registration deadline for Lunch and Learn to the CDS. | CDS = Conway Daily Sun |
| April | 1) If you have not already done so, contact radio and TV stations about Lunch and Learn. 2) Confirm that media advertising for the plant sale in June is taken care of (i.e. magazines, websites, MWV CoC). 3. Submit online calendar notice for L and Learn to the CDS if the registration deadline has not passed. | CDS = Conway Daily Sun |
| May | 1) Last week of May, schedule and get members to take part in live media publicity (Drive Time, WMTV Mountain Report, Magic 104FM, Valley Vision, etc.) for the plant sale. 2) Submit online notice to the CDS calendar for plant sale in June. | CDS = Conway Daily Sun |
| June | 1) June is the annual luncheon for MEMBERS ONLY, so no meeting notice is sent to the media. 2) Submit online calendar notice about Art in Bloom to the CDS. | CDS = Conway Daily Sun |



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Publicity (Electronic Media)

Click to Add a
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Generally

1) Anytime the MGC does something out of the ordinary (i.e., garden therapy, awards won, scholarships awarded, donations to area non profits, grants won, sponsorship solicited and received) it should be publicized. You can report on several things at one time or, if significant enough, just on the one event/ accomplishment. Always try to include a photo(s).

2) The publicity committee should collect or print out three copies of all written media communications (Calendar of Events notices, press releases, Letters to the Editor, photos, etc.), including and especially online calendar of event listings and articles (e.g., MWV Chamber's E-Traveler Newsletter, etc.). Periodically, two copies of each are delivered to the Press Book chairperson and one copy to the Scrapbook Chairperson.

3) Paid advertisements must be approved by the MGC Board. Print ads are generally placed for the scholarship deadline, large dining fundraisers, the plant sale, Art in Bloom and the holiday boutique. Remind any advertising outlet that the MGC is a 501 (3)(c) non-profit organization. Often there is a different advertising rate. The bill for advertising is sent directly the the MGC treasurer.

4) Always include your contact information with press releases.

5) Remember that publications are doing the MGC a favor by running our releases. Make life easy for the editors by meeting their deadlines and lead times, writing in the newspaper's style, and proofreading your submissions. Pay careful attention to spelling, especially of people's names.

6) Ask questions or for help if you need it! Many board members have done publicity or have deep knowledge of the club and are happy to help you. Send press releases to a few board members who have done publicity before you submit them just as a sensibility check.

7) Both the Press Book and the Scrapbook are based on a calendar year (Jan-Dec) versus the MGC fiscal year (Jul-Jun), so media communications are collected starting in January each year.

2. Both the Press Book and the Scrapbook are based on a calendar year (Jan-Dec) versus the MGC fiscal year (Jul-Jun), so media communications are collected starting in January each year.

Rev. 2017

Print Form



Mountain Garden Club Position Description Form

Position Name

Publicity

Date Created: July 1, 2016

Form Creator Name: Deb Holmes, Betsey Harding

Home Phone: _____

E-Mail Address: _____

Committee Name: Publicity

Position Overview:

The co-chairs (electronic publications/print publications and advertising) of the publicity committee are responsible, along with committee members, for publicizing meetings, fund raisers and other MGC events to local and regional media outlets. The co-chairs have a working knowledge of all aspects of publicity and can fill in for each other, but in general one co-chair handles online publications, radio and television, while the other co-chair deals with print publications and print advertising.

The publicity committee informs the public of MGC events, fund raisers, community beautification projects, donations, and the scholarship program. Local newspapers, radio and television stations, local and regional publications, and promotional web sites are all outlets for publicizing the MGC. For major MGC fund raisers, the committee ensures that posters are distributed via the MGC members to businesses and organizations throughout the Valley, helps create and place advertisements in the local newspaper, and manages radio and television advertising. The publicity committee also submits reports to the New Hampshire Federation of Garden Clubs' official publication, The Lilac Letter, four times a year.

Skills/Abilities/Other Requirements:

1. Good writing, grammar and editing skills.
2. Familiarity with news writing styles or the desire to learn.
3. Organizational skills to maintain media contact list and meet publication deadlines.
4. Working knowledge of word processing programs, use of the internet for research and to submit items to online publications, and ability to communicate via email.
5. Good communication and people skills to work with media.

Essential Position Functions:

1. Maintain and update current list of contacts at newspapers, periodicals and tourist web-sites.
2. Publicize meetings, fund raisers and other MGC events to local media outlets (newspapers, radio stations, MWV Chamber, AmericanTowns.com, and local cable access stations).
3. Follow up with media outlets to ensure they have received and will use press release material.
4. Notify numerous statewide media outlets, such as Yankee Magazine.com, VisitNH.gov, of major MGC fund raisers (the holiday boutique, the Home, Garden and Flower Show in Fryeburg, and annual plant sale).
5. Ensure that posters for major fund raisers are distributed to businesses and organization throughout the Valley, using a master checkoff list and MGC members for distribution.



Mountain Garden Club Position Description Form

Position Name

Publicity

6. Maintain and update poster distribution list as needed.
7. Schedule and solicit members to take part in live media publicity (Drive Time, MWV TV Mountain Report, Magic 104FM, Valley Vision, etc.) to promote major fund raisers.
8. Write press releases for the local newspapers about special activities, civic improvement, scholarship applications and awards. Submit for publication in a timely fashion photos of MGC representatives making donations to various groups (Tin Mountain Conservation Center, Jen's Friends, Salyards Center for the Arts, North Conway Community Center, etc.).
9. Write quarterly report on MGC activities and upcoming events for the Lilac Letter, an NHFGC publication distributed electronically to all the clubs' members state-wide.
10. Collect multiple copies of all media communications for distribution to the Press Book and Scrapbook chairpersons.

Print Form

Rev. 2017