

MASTER GARDENER FOUNDATION OF THURSTON COUNTY
Policy and Procedure Handbook
PUBLICITY COMMITTEE GUIDELINES
Board Approval Date: February 9, 2022
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The role of the Publicity Committee is to ensure that the content and format of the Master Gardener Foundation of Thurston County (Foundation) promotional materials are consistent, produced in a timely fashion, and that the materials are disseminated appropriately.

Objectives:

- Be the liaison between other committee chairs to coordinate the revision of existing and the development of new promotional materials. The MG Program Manager will facilitate communication with WSU publishing to develop consistent promotional materials.
- Maintain/Update a spreadsheet of local “hot-spots” for posting of either media or posters/bookmarks.
<https://docs.google.com/spreadsheets/ccc?key=0AgEmzkFUUSH6dFRfUVVfU0NzZFhUOEptSHZhTmZOMUE#gid=0>
- Publish and distribute notices and/or posters promoting Foundation events.

Procedures:

1. Committee membership shall consist of interested Foundation members. The President shall appoint a Chairperson to ensure guidelines are followed, updated as necessary, and to provide periodic reports to the Board as requested by the Vice President.
2. Meeting Frequency: The committee should meet at least quarterly to identify and address upcoming needs for publicity.
3. The WSU Program Manager will contact WSU for approval and printing. The Chair will reach out as early as possible to ensure sufficient time for the editing/proofing/printing process. The Committee will:
 - a. Include a PDF copy of the previous version of the content to assure everyone is starting with the same file.
 - b. Make notes, as needed, to explain the changes desired for the materials.
 - c. When requesting image replacement, attach a reasonable quality (at least 1mb) jpg version of the new file(s) in the message. They will reduce the file size as needed.
4. On-line Media Notification: Contact or submit information to the appropriate sites found in the spreadsheet. ID and Login information are captured there, along with e-mail and/or website addresses.
5. Poster/Bookmark Distribution: Encourage the related committees to have their members distribute hard copies of the materials to the places listed in the spreadsheet whenever possible. Also alert the foundation membership to take and distribute materials where they can.