



GWINETT MASTER GARDNERS ASSOCIATION COMMITTEE RESPONSIBILITIES AND PROCEDURES

Appointed Position: **Public Relations**

Purpose: The Public Relations chair shall be selected by the Executive Committee and will be responsible for promoting GCMGA events through newspapers, magazine, TV, radio; shall keep a log of contact names and other pertinent information.

Responsibilities:

1. Identify opportunities and make arrangements for publicity.
2. Attend General Board Meetings and provide report.
3. Post monthly meetings on GCMGA website and update major GCMGA events on the website.
4. At conclusion of current year, transfer information to incoming Committee Chair and provide guidance as needed. A complete notebook has been created, and a complete list of publicity contacts follows with this page (attached).

Procedures:

1. Monthly, one month, two months and three months out from our General meetings, meeting publicity is emailed to a list of publicity contacts. For example on January 15 publicity is sent out for the February, March and April meetings. The one month out publicity is also posted on several website event calendars, such as Walter Reeves.
2. Publicity for special events such as The Garden Tour, Plant Sale or other Committee Activities is also posted one, two and three months out as this publicity is received from Committee Chairs.

Follow-Up: Check publications and websites periodically to be sure publicity is posted.

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Amended: