

## **PUBLICITY COMMITTEE Guidelines**

### **MEMBERS**

Chair and members, as needed

### **PURPOSE**

To promote a positive reputation of Kent Garden Club in a public venue.

### **SPECIFICS**

The Publicity Chair's aim is to attract favorable media attention and provide promotional publicity for public programs and events such as Flower Shows, Garden Tours, Earth Day Seminars and other public education programs. Club programs and activities may be advertised to the public after they have occurred. KGC is a private membership club. Some specific events on and off site are planned for the public; however, when meeting at FMG, signed contracts and policies require that our meetings are for club members and invited guests only and not open to the public. The Chair or President may act as spokesman for the club. The Chair will set up interviews but not be the subject of the interview. She will maintain a media contact list that is updated every other year. She will write news releases for the organization and have them approved by the President before submitting to the media.

### **PROCESS**

Preferably a news release is emailed to assignment editors at newspapers, magazines, radio stations, and television stations. Since online editors of newsletters often lack staff to convert the news release into a print-ready copy, the news release should deliver more than just bare facts. A story line and quotes from principals will help to ensure wider distribution. Elements of a news release include:

- Media contact information: name, phone number, email address
- Dateline: release date (For immediate release)
- Headline: grab attention of journalists
- Introduction: first paragraph should generally give basic information: who, what, when, where, why.
- Body: further explanation, background or relevant details
- Boilerplate: background information about organization
- Close: You may use ### at the end of the news release, or just end the paragraph.

### **CLUB BENEFIT**

Maintenance of a positive reputation of KGC in the community. Helps maintain KGC focus on community projects. Evidence of KGC non-profit activities. Awards capability.

### **MEMBERSHIP BENEFIT**

A source of pride in KGC activities. A resource to recruit new members.

### **COMMUNITY BENEFIT**

A presentation of KGC's commitment to the community through donations and work projects.