

**Director #3/Publicity -
Washington County Master Gardeners™**

Directly Responsible To: Chapter President and Executive Board

Purpose: To inform local media and gardening organizations about Washington County Master Gardener hot line hours, clinics and other public MG events; to promote Master Gardener programs to the community. Coordinate a Chapter Publicity Committee as needed;

Benefits of the Position:

- Get to know and work with many Master Gardeners
- Know current affairs in the county chapter, the tri-county MG Program and the state level
- Help shape strategy and policy for the chapter
- Work directly with the media and any partnering organizations to write press releases

Major Duties:

- Participate in monthly Board and Chapter meetings
- Participate as a voting member of the Executive Board
- Provide information to the media regarding WCMGA programs and events and serve as media point of contact
- Coordinate with editor of "Chapter Chat," WCMGA website webmaster, and Program staff
- Provide access to OSU required logos for use on external correspondence and coordinate Program staff approval of Chapter publicity materials (this does not include program/event content materials)
- Assist the Board and Project/Committee Chairs, in determining publicity needs, using the Publicity Request form.
- Recruit Publicity Committee members to help with publicity work.
- Work with designated publicity contacts in other WCMG committees (Key people are special event/project leads, the chapter meeting -program coordinator, leads for In the Garden series)
- Design and distribute forms/signs/posters/flyers as appropriate for chapter public events
- Maintain inventory and appropriate signage and holders/A-frames, etc, to adequately display publicity materials at MG events and offer/bring signage as needed.
- Maintain and distribute WCMGA business cards to members and project leads for use with the public. Maintain and provide stationary for Chapter business.
- Keep accurate, up-to-date lists of local media contacts and garden clubs
- Monitor the media for WCMGA announcements
- Create the annual Chapter Calendar (aka Executive Calendar) of Activities and update it as needed.

Skills Needed:

- Organization skills, delegation and enthusiasm
- Good writing skills and computer skills

Term: 2 years

Time Involved: Board and Chapter Meetings approximately 2 hours each. Publicity Committee Meetings are 2-4 per year with other contacts by phone and email (composing releases, and phone calls) Announcements/news releases are submitted via e-mail. Total: approx 8 hours per month.

Training:

- Completion of Oregon MG training
- Orientation by the previous Publicity Director who will pass on the committee notebook.

Budget: To be prepared during the regular budget preparation cycle. The budget covers publicity signage, copies, chapter business cards and other publicity supplies for public events. (Budgets for tomato tasting events are separate.)

Support (Chapter support and or Extension Office privileges):

- Washington County Extension Soils Instructor and Office Specialist are helpful resources as well as the MG Program Coordinator and Administrative Program Specialist at the Metro Area MG Program Office.
- The Chapter Chat Editor, Phone Tree Coordinator and Email/Chapter Directory Coordinator distribute internal publicity.
- The Chapter and Metro Program web people also collaborate to assure a consistent message. The Metro Program website is being phased out and content will all go to the OSU Extension Master Gardener website
- The Demo Garden Leadership team, especially the external focus manager, is also a liaison to public events at that Garden, the Learning Garden at Jenkins lead is on point for that garden, and the Speakers Bureau Chair is a liaison to additional events.
- Much B&W printing can be done at no cost at the OSU Extension Service Office in Hillsboro

Expectations

- Expand name recognition for the MG program.
- Promote understanding in the community about what MGs do.
- Good attendance at MG sponsored public events.

Revised 11/14/14