

Master Gardener Association of San Diego County Communications Committee Request

Request Procedure

Thank you for your request of assistance from the MGASDC Communications Committee. The communications committee is a valuable resource for dissemination of information on all MGASDC events. To be able to create the marketing and publicity for your event or project it will be necessary for you to take a few minutes to review the Committee's Procedures and then complete the Request Form on the other side.

Procedures

- Master Gardener state and local branding requirements and legal statements will be included in all printed materials and electronic communications.
- Design elements are based upon the MGASDC and California state branding guidelines and information provided by the requesting committee. The ultimate decisions on design and placement features are the Committee's.
- Contact information for state and local Master Gardeners Associations will be included on all materials provided to the public.
- All materials created for the event/project will be reviewed by the requesting committee prior to publication or release.
- The requesting committee will identify a contact person whose responsibility will be to receive materials for editing purposes and who has the authorization to give final approval before publication and release.
- Communications Committee editing of content material provided by the requesting committee will be solely for the purpose of clarification and space considerations.
- The requesting committee is responsible for providing to the Communications Committee the appropriate dates necessary for it to meet the event/project deadline(s).
- Every effort will be made to meet the deadline dates provided.
- Prior to submitting the request to the Communications Committee, it must be reviewed and initialed by the requesting committee's Vice President.

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Please complete the information below and return the form to the Communications Committee Chair or Scott Parker. Once the communications committee reviews the form, you will be contacted to determine what assistance we can provide.

Event/Project: _____

Event Date(s): _____ **Time(s):** _____

Location/Venue: _____

Amount Budgeted: _____

Committee: _____ **Contact:** _____

VP Approval - Name: _____ **Date:** _____ **Initials:** _____

Target Audience: (check all that apply)

- | | |
|---|---|
| <input type="checkbox"/> Master Gardeners | <input type="checkbox"/> General Public |
| <input type="checkbox"/> Garden Clubs | <input type="checkbox"/> Schools |
| <input type="checkbox"/> Facebook – Internal / External | <input type="checkbox"/> Constant Contact |
| <input type="checkbox"/> Other: _____ | |

Comments: _____

For Committee Use Only

Date Received: _____ **Routing #** _____

Committee Liaison: _____

Print Material: (check all that apply)

- | | |
|---------------------------------------|-------------------------------------|
| <input type="checkbox"/> Pamphlets | <input type="checkbox"/> Book Marks |
| <input type="checkbox"/> Fliers | <input type="checkbox"/> Brochures |
| <input type="checkbox"/> Other: _____ | |

Media Distribution: (check all that apply)

- | | |
|--|---|
| <input type="checkbox"/> Press Release | <input type="checkbox"/> Video |
| <input type="checkbox"/> Print Article | <input type="checkbox"/> Interview |
| <input type="checkbox"/> NextDoor | <input type="checkbox"/> Constant Contact |
| <input type="checkbox"/> Facebook | <input type="checkbox"/> Other Social Media |
| <input type="checkbox"/> Other: _____ | |