

# Denton County Master Gardener Publicity/Publication Request

Publicity/Publication requests need to be submitted no later than 6 weeks before the event. Use this form to organize your communications needs and directly call or email the Communication Director.

<input type="checkbox"/> <b>Ad</b> <input type="checkbox"/> <b>News Release</b> <input type="checkbox"/> <b>Flyer</b> <input type="checkbox"/> <b>Poster</b> <input type="checkbox"/> <b>Website</b> <input type="checkbox"/> <b>Facebook</b> <input type="checkbox"/> <b>Other</b>
<b>Quantity needed</b> ____
<b>Event name:</b>
<b>Date and time of event:</b>
<b>Is there a limit on how many can attend?</b> <b>Is there a fee?</b>
<b>Is pre-registration needed?</b> <b>If so, how will attendees register?</b>
<b>Location of event:</b>
<b>Participants in event:</b> Name: Title:
<b>Brief Description of Event:</b>
<b>Type of event: (Educational, Fundraiser, Competition, Entertainment)</b>
<b>Who to contact for additional information (name &amp; phone):</b> Name:    Email: Home:    Cell:
<b>Do you wish to run an publication ad? If so, in what county paper(s)?</b>  When?
<b>Communications can help with submitting a press release to various media sources. Do you have a press release?</b> What info do we need to write you a press release?
<b>Has a publicity/publication budget been approved for this event?</b> <input type="checkbox"/> <b>Yes</b> <input type="checkbox"/> <b>No (Board approval needed)</b>
<b>Other information:</b>
<b>Submitted by/Date</b>

*Please double check spelling of all names. Submit publicity requests to Communications Director 5-6 weeks before the event.*

*Brochures, flyers and posters **require** logos and EEOC statement. These are listed online via [dcmga.com](http://dcmga.com). You may prepare your own flyers/brochures, but are required to submit to Communications Director prior to distribution for proof/correction/suggestions.*

### **Timeline for promotions for MG events**

- 4-5 months: Project Manager works with the Communications Director to develop timeline of events. Timeline is developed through group meetings or one-on-one meetings.

Items to be discussed:

- Schedule of distribution
- Flyers
- Print ads
- DCMGA.com information about the event
- Social media ads
- Mailings (if required)
- Press Release
- Proof Reading
- Photos
- Surveys
- Registration (if required)

A Save-the-Date website and social media posting will be created as soon as possible after the initial contact between the Project Manager and the Communications Director.

- 6 weeks: Flyers to be completed before the event (including required proofreading). Website to be updated to show flyer.
- 5-6 weeks: Mailing of event information. (if requested)
- 5-6 weeks: Print ads to be completed before the event. (proofreading required)
- 4 weeks: Social media ads: Event posting created; Flyer posted; more informational postings created.
- 4 weeks: Press Release created and sent to publications list (print papers and magazines and digital postings)
- 2 weeks: Hot spot ads for social media posted in the 2 weeks leading up to the event.