



Mountain Garden Club Position Description Form

Position Name

Publicity Press Book

Date Created: August 19,, 2016

Form Creator Name: Janice Andrews

Home Phone: _____

E-Mail Address: _____

Committee Name: Press Book

Position Overview:

To prepare and submit a publicity press book according to the rules and guidelines of the National Garden Clubs, Inc.

Skills/Abilities/Other Requirements:

To gather publicity press items including articles, press releases, letters to the editor, photos, advertisements, posters and calendar of event notices, etc. from a variety of sources.

To work with the publicity committee to collect these items from all media outlets (print and online) where these notices are expected to appear. To download online publicity items in a printable manner for utilization in the publicity press book.

Supplies needed include a 2 inch, 3 ring loose leaf binder with clear front cover and clear spine for inserts as well as pockets on the inside of the front and back covers. Page protectors, standard copy paper, 8 1/2x11" and clear labels (Avery 5167) for page numbers, repositionable picture and poster stick, stationary for outside front cover, spine, table of contents page(s) and red ink pen. A quality paper cutter is also needed to produce neatly cut items.

Essential Position Functions:

The recommendation is that this be a one member committee. Although it is quite time consuming, one individual is able to compile, neatly cut, paste and assemble the publicity press book if the task is spread throughout the year. Additionally, the product will be more consistent throughout.

The entire membership should be made aware of the need for obtaining MGC publicity material so that members can look for items in community, non-profit and church newsletters or online newsletters and calendar of events sites such NH.com, NewHampshire.com, MWV Chamber of Commerce, etc. Their participation will add to the diversity of coverage and assist in publicity pieces not being overlooked.



Mountain Garden Club Publications Form and Checklist

Publications Name:

Press Book

Date Created: August 19, 2016 Form Creator Name: Janice Andrews

Pub. Date: (appx) Jan 24, 2017 Form Creator Tel.: _____

Date to Begin By: Jan 1, 2016 Form Creator Email: _____

Committee Name: Press Book

Expense Budget

\$0 - \$199

Revenue Budget

\$0 - \$199

Objectives/Purpose of Publication:

The annual Press Book provides evidence of all MGC undertakings during the calendar year and exhibits the quality, quantity and diversity of coverage in the print media promoting garden clubs and the National Garden Clubs Inc. goals and objectives.

Description Of How The Publication is Created (Who, What, When, Where and How):

For award specifics please refer to: http://www.nhfgc.org/members/forms_applications/Pressbook_Award_44.pdf
The material to be contained in the Press Book is gathered throughout the calendar year. These materials may include but are not limited to newspaper feature articles, press releases, photographs, letters to the editor, advertisements, calendar of event listings, etc. Additional sources for material may be taken from newsletters, magazines, program booklets, online web sites and calendar of event listings. Duplications appearing in more than one publication can and should be used to demonstrate diversity of coverage.
The Press Book chair will need to carefully cut items and glue them onto white copy paper. A quality paper cutter should be used. This can be done month by month so you are not faced with hours of cutting and pasting all at once.
The Press Book is assembled chronologically by month. Clear page numbers are placed at the bottom of each page. The sheets of paper are put inside a clear page protector (2 sheets front and back per protector). A table of contents also chronological and within each month broken down by type of media, ex. press releases, calendar of event listings, etc. is placed at the front of the book.
It is important that all items contain the source and date of publication. The first mention of the Mountain Garden Club or club member must be underlined in red ink.
The finished Press Book should be delivered, certified mail, in a mailing box to the State Chair in advance of the deadline.

Materials, Equipment Or Supplies Needed To Create The Publication:

1 - 3 ring loose leaf notebook (2" width, 8 ½ x 11" or 9 x 12") with clear outside front cover and spine for inserts and inside pockets on front and back
standard sheets of copy paper
page protectors



Mountain Garden Club Publications Form and Checklist

Publications Name:

Press Book

clear labels (for page numbers) Avery # 5667
 repositionable picture & poster glue sticks
 1 quality paper cutter
 stationary for outside front cover, spine, table of contents page(s)
 red ink pen

Publications General Checklist (Checked Items Are Needed For This Publication)

Requirements For This Event	Check If Required
Requires Chairperson?	<input checked="" type="checkbox"/>
Are There Federation Standards For This Publication?	<input checked="" type="checkbox"/>
Requires Items Collected in Advance?	<input checked="" type="checkbox"/>
Requires Someone To Edit Final Text?	<input type="checkbox"/>
Requires Printing In Quantity?	<input type="checkbox"/>
Requires Distribution?	<input checked="" type="checkbox"/>
Requires Photos?	<input type="checkbox"/>
Requires Purchase of Materials and Supplies?	<input checked="" type="checkbox"/>
Requires Location To Assemble Publication?	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>
Requires How Many Volunteers (Enter Number)	1



Mountain Garden Club Publications Form and Checklist

Publications Name:

Press Book

Summarize The Distribution of The Publication:

The completed Press Book is to be delivered, certified mail, in a mailing type cardboard box to the State Chair (New Hampshire Federation of Garden Clubs Inc.) prior to the deadline date. The State Chair forwards the first place book in each membership category to the New England Region and they in turn forward the first place book of the New England Region in each membership category to the National Garden Clubs Inc.

Print Form

Rev. 2017



Mountain Garden Club Time line Template

Event/Publication

Press Book

Date Created: August 19, 2016 Form Creator Name: Janice Andrews

Event/Pub Date: (appx) Jan 24, 2017 Form Creator Tel.: _____

Date to Begin By: Jan 1, 2016 Form Creator Email: _____

Committee Name: Press Book

You can type as much as you like in any box. The form will automatically expand to handle the increase. If you need more categories (which you probably will) just click on the "Time Category" Button.

Click to Add a
Time Category

Time Category	Actions Necessary	Tips & Best Practices
12 Mos. ahead	<p>Begin collecting all MGC related media items including feature articles, press releases, photos, letters to the editor, advertisements, program booklets, calendar of event listings, etc., from newspapers, newsletters, magazines, online web sites, etc. The name and date of each publication must be included and the first mention of the club or member of the club must be underlined in red. Cut and then paste items on copy paper. File in monthly folders.</p> <p>For award specifics please refer to: http://www.nhfgc.org/members/forms_applications/Pressbook_Award_44.pdf</p>	<p>Have at least 2 of each item in case there is a problem in cutting or pasting, also to share with scrapbook committee if needed.</p> <p>Use a quality paper cutter, for precise cutting.</p> <p>If possible, organize and develop the Press Book contents on a monthly basis to avoid being overwhelmed in December.</p>
1 Mo. ahead	<p>Create and assemble the Press Book. Number individual pages with clear # labels. Insert pages in sheet protectors. Each sheet protector will have 2 sheets of copy paper, creating a front and back page. Assemble chronologically by month.</p>	<p>Make sure book is complete and correlated by month before attaching individual page labels.</p> <p>Clear # labels are placed in the lower right corner on the front pages and the lower left corner on the back pages.</p>
2 Wks. ahead	<p>Create and assemble the Press Book table of contents page(s), front cover and spine with the assistance of the Garden Club's IT specialist.</p> <p>Print 2 NGC Application Forms with required information; one attached to inside front cover; second form clipped to outside.</p> <p>Label on outside cover: number and name of NGC award, category, name of club/s, city and state.</p>	
2 Wks. ahead	<p>Deliver completed Press Book to State Chair, certified mail, in a mailing box.</p>	<p>Celebrate what you have accomplished!</p>