



BCMG Communication Team

Purpose of the BCMG Communication Team (CommTeam)

To communicate information about Master Gardener and Texas A&M AgriLife Extension Service programs that relate to horticulture. Appropriate information is shared with both the public and within the BCMG community.

CommTeam Members

- Calendar Manager (Ann Vargas)
- Facebook Group Administrator (Lisa Nixon)
- Leaflet Editor – weekly publication on Wednesdays (Ann Marie Pease)
- MailChimp Manager (Ann Marie Pease)
- Media/Public Affairs Coordinator (Liz Campanella)
- Publicity Volunteer (Vicki Jamvold)
- Scion Editor – first of the month publication (Marybeth Parsons)
- Website Content Manager (Lynn Cox)
- VMS Volunteer Administrator (Vicki Jamvold)

Contacting the CommTeam

- CommTeam@bexarmg.org
 - In order to provide *consistent* information across all the above platforms, program/project information should be provided to the entire CommTeam by using the CommTeam@bexarmg.org email address rather than communicating with individual members of the team.
- **CommTeam Request Form**
 - In order to provide *accurate* information we ask that you use a CommTeam Request Form. If you are unable to use the form and return it electronically to CommTeam@bexarmg.org, we recommend you include *all* the information items (listed on the form) in your email message to the CommTeam.

BCMG CommTeam Request Form

General Information (Provide 2-3 months in advance)

Name of Event: _____

Name of MG Coordinator: _____

Contact Info for Coordinator: _____

Date(s) of Event: _____

Time of Event: _____

Location of Event: _____

Description of Event and/or Description of MG Activities at the Event:

MG Volunteer Needs

(Event must have BCMG Board of Directors & AgriLife Extension approval *before* being posted on VMS.)

Shifts for Event: _____

Number of MGs needed for Shift: _____

Date and Times of Shifts: _____

Online Registration/Sales Needs

(Information for the following should be coordinated at least *1 month* in advance.)

- Will event need online registration? _____

Note: The website content manager will set up the online registration, *but* is not responsible for coordinating offline registrations.

If yes, who will handle event registration? _____

- Will event need help in designing and preparing a flier? _____

Note: Assistance in making fliers is available.

If yes, who should be contacted for event flier information? _____

- Will event need an online sale of items? _____

Note: The website content manager will set up the online store, but is not responsible for coordinating offline sales. In addition, the event committee must provide information/photos on all items to be sold.

If yes, who will handle the sales? Name: _____

Email Address: _____

Other Marketing/Publicity Options

If you have a committee/group supporting a large-scale BCMG event, you may want to pursue using other resources to advertise to the public at large. The Media/Public Affairs Coordinator (Instagram posts and TV/Radio) or the Publicity Volunteer (written publicity) can provide contact information for local resources and help with external publicity.

- Do you want to expand publicity of your event? _____ (Yes or No)

- If yes, who on your committee/group will handle publicity?

Name: _____

Email Address: _____