



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

- BCMG Facebook Page Administrators – Muriel Lanford & Liana Benavides
- Calendar Manager - Ann Vargas
- Leaflet Editors (weekly Wednesday publication) – Ann Marie Pease, Sandra Hernández-Lascurain, & Nora Fellows
- MailChimp Managers – Ann Marie Pease, Nora Fellows and Sandra Hernández-Lascurain
- Media/Public Affairs Coordinator – open
- Publicity Volunteer – open
- Scion Editor – first of the month publication – Tera Marshall
- VMS Volunteer Administrators – Maureen Montgomery & Grace Emery
- Website Content Manager – Owen Keiser
- Website Online Forms & WooCommerce Manager – Lynn Cox

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 **to** 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 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 or the Publicity Volunteer 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 will handle publicity? Name: _____

Email Address: _____