



Minnesota Peony Society

PUBLICITY CHAIR

Position Summary:

The **Publicity Chair** is responsible for advertising and promoting MPS events.

Primary duties are to contact media outlets, write promotional materials and create printed or electronic information that will let the public know what events and happenings Minnesota Peony Society is sponsoring. The Chair may set up a committee for assistance in these duties and will work with the Vice President in establishing the yearly Calendar of Events. The main goal is to establish a MPS branding while informing the public of peony related events.

Qualifications:

- Good writing, grammar and editing skills
- Familiarity with news styles or the desire to learn
- Leadership skills and interpersonal skills
- Organizational skills to maintain media contacts
- Good communication to work with media

Roles & Responsibility:

- Maintain and update current lists of contacts at newspapers, periodicals and horticultural web-sites.
- Publicize meetings, fund raisers and other MPS events to local media outlets especially ones tied to the horticultural society.
- Develop a print image consistency for all MPS publications including banners, posters and handouts.
- Distribute printed material as needed such as rack cards, business cards and similar promotional material.
- Create all printed material such as auction list handout, bidder cards, clerking sheets, bidder and donor receipts and similar related printed material.

Adequate time must be implemented before each event since most publications have a several months ahead deadline for submissions. Some newspapers have a section for non-profit listings or events, others have online opportunities

The following are examples of the possible outlets for promotion opportunities:

Flyers/4 Squares:

- Minnesota State Horticultural Society:
- Minnesota Master Gardeners:
- Growers to add in order boxes
- Master Gardeners
 - Target MG's that are members
- Minnesota Landscape Arboretum:
- DVD's and promotional packets

Press Release:

- Westonka Horticultural Society in early April – estimate 250 attendees
- Minnesota Newspaper Directory:
 - 7 County Metro
 - Albert Lea

- Duluth
- Fairbault/Owatonna
- Mora
- Rochester
- St. Cloud
- Lake Minnetonka Living Magazine – circulation 30,000
- Explore Minnesota
- MPLS St. Paul Magazine
- Horticulture (magazine)
- Federated Garden Club
- Mpls Star Tribune
- St. Paul Pioneer Press
- Sun Papers
- Southwest
- Minnesota State Horticultural Society:
- Identify peony growers to mail packets to

Groups:

- Minnesota Peony Society Website
- Sun Papers
- Minnesota State Horticultural Society - at least a 2 month
- Northern Gardener – **at least** 2 months before next edition
- KARE!!
 - Bobby & Belinda
- Garden Centers
 - Gertens
 - Bachmans
 - Otten Brothers
 - Tangletown Gardens
 - Dundee Nursery
 - Pahl's
 - Bob's
 - Linders
 - Mustard Seed
 - Funky Gardens
- State/Local Plant Societies