

LMGC Communications Report 2017-2018

This year, one key change for the PR committee was the change in name to Communications Committee, reflective of the GCA change in name for this committee.

Our Goals for the year were to have two placements of articles in media, and we exceed that goal.

- We were featured in an article in **Lake Minnetonka Magazine**, with photos, for our Garlic Mustard Pull.
- We had a placement in **GCA Bulletin**, for our Holiday Meeting and Wreath Workshop, with a photo of three members.
- We were featured in the **GCA Bulletin** for our Vineyard visit at the University of Minnesota Arboretum.
- We had a placement of our Pop-Up Garden article, with photo, in the **GCA Bulletin**.
- We have submitted an article for the Hat Flower Show for publication in the **GCA Bulletin**, under Programs, with photos (publication date TBD).

And we are pleased to say that there are two other articles “in the hopper” – one large article with **Lake Minnetonka Magazine** for a late fall article, concerning tips on putting a perennial garden to bed for the winter (with interviews and photos taken last fall), and also the Garlic Mustard pull may be featured on the Zone Page of the **GCA website**.

We learned that without compelling/interesting photos, articles do not “sell.” Therefore, we encouraged the Club as a whole to take and seek out opportunities for compelling photography, to begin establishing a library of creative photos for use in publications (online and traditional). We worked with the Historian and the Photography Chairs, to determine how to collect and archive photos for use with articles, and in the future, in social media. This small team established a ‘drop-box’ for photo archiving, and have begun organizing our photos within that box (Note: Date based organizing is NOT encouraged. Subject based organizing is much more useful).

We also worked closely with the website committee, to ensure that it communicated our brand, and our work, to the public as well as our members. We did not establish a social media strategy for subsequent GCA approval, but recommend that the next Communications Chair do so (especially for both FaceBook and Instagram), to work in conjunction with our website and other external/internal communications efforts.

Respectfully submitted,

Samantha Capen Muldoon