



Comox Valley Horticultural Society

Position Description: Publicity

Duties include:

- Obtains information and JPG image (if possible) about the month's Guest Speaker from the Program Chair;
- Sends an articles and images to the Newsletter Editor (newsletter@comoxvalleyhortsociety.ca) for publication in the newsletter. This is due the first Friday of every month, except July and December;
- Creates a news article for the two local newspapers indicating the topic, topic description, a brief biography of the Guest Speaker, meeting date, time the doors open, cost for non-members (\$5), images provided by the Guest Speaker and our website address (www.comoxvalleyhortsociety.ca) for further information;
- Sends the news article and images to the editors of both local newspapers fourteen (14) days ahead of the meeting requesting publication in the week prior to the meeting.
 - Article must be submitted in Times New Roman font, size 11, one space between sentences;
 - Send to:
Debra Martin, Echo: Dmartin@comoxvalleyecho.com
Terry Farrell, Editor: editor@comoxvalleyrecord.com
- Advertises the Guest Speaker by opening the *Comox Valley Echo* and the *Comox Valley Record* websites. Under the **Community** tab, select **Submit an Event** to advertise the upcoming meeting and topic;
- Sends the Editor of *The Record* (editor@comoxvalleyrecord.com) notice about an upcoming event that will appear in the body of the printed newspaper. Subject in email to read: "7 days or more." Text is limited to 75 words;
- Sends emails to other associated organizations (such as North Island Rhododendron Society and the Alpine Gardeners of Vancouver Island), the Comox Valley Naturalists (comoxvalleynaturalist.bc.ca) and Strathcona Wilderness Institute (strathconawilderness@gmail.com) for special Guest Speakers, with an invitation to their members to attend.
- Sends a notice to Shaw Community Events via email to Marjorie.Greaves@sjrb.ca
- Completes the on-line application to have notices read on the radio at www.mycomoxvalleynow.com

- Creates an article and submit to both editors of the newspapers for the Spring and Fall Plant Sales fourteen (14) days in advance of the sale, including:
 - a photograph, if possible;
 - Specify the following:
 - Comox Valley Horticultural Society Spring/Fall Plant Sale
 - Date
 - Time
 - Come early for best selection
 - Cash sales only
 - Bring your own box or tote for your purchases

- Submits event postings in the *Comox Valley Record*, *Comox Valley Echo*, Eagle FM, Kijiji Comox Valley, Craigslist Comox Valley and Shaw Cablevision for the Comox Valley for the Spring/Fall Plants Sale
 - In Kijiji and Craigslist post under “Community Events” and “Garage Sales”
 - Specify the following:
 - Comox Valley Horticultural Society Spring/Fall Plant Sale
 - Date
 - Time
 - Come early for best selection
 - Cash sales only
 - Bring your own box or tote for your purchases

- Attends the monthly Board Meeting or submits a report to the Secretary in time for the Board Meeting (first Wednesday of every month except July and December).