**2023 GARDEN TOUR PUBLICITY CHAIR NOTES**

**MEDIA CONTACTS for OGGC GARDEN TOUR**

**Tina Imeson, Publicity Chair for 2018, 2021, 2022,2023, 2024**

**CONTACTS FOR 2022**

**AJ Phillips Fenton Museum, 310 S. Leroy Street, Fenton, MI**

**Amy Doyle (doyle69@gmail.com) cell 810-444-7621;**

**Marnie Boehle –** [**mboehlke@gmail.com**](mailto:mboehlke@gmail.com)

<https://www.facebook.com/OpenGateGardenClub>

**Pat Donar – historian (**[**patdonar@chartermi.net**](mailto:patdonar@chartermi.net)**) – send all publicity information to her**

**Sharon Stone -** [**Sstone@tctimes.com**](mailto:Sstone@tctimes.com)

**Joan Gensel –** [**jhgensel@gmail.com**](mailto:jhgensel@gmail.com) **– President of Genesee County Master Gardeners for permission to publish in their Down to Earth Newsletter**

**Mel Kennedy with Genesee County Master Gardeners -** [**Mkennedy60@charter.net**](mailto:Mkennedy60@charter.net)

**Deborah Glasstetter – Genesee County Master Gardener publicity - glasstetterd@aol.com**

**Carol Grainger MCG District 2B –** [**Cgrainger@MIgardenclubs.org**](mailto:Cgrainger@MIgardenclubs.org) **or District2B.migardenclubs.org**

**Carol Grainger also provided MI Garden Clubs website access -**

**Username is Member and Password is mgcgrow for https://migardenclubs.org/events/community/add**

**MGC District 6 - Kathy Sauber** [**Ksauber@MIgardenclubs.org**](mailto:Ksauber@MIgardenclubs.org) **or District6@migardenclubs.org**

**State Bank Marquee -** [**Kristy.schaffer@thestatebank.com**](mailto:Kristy.schaffer@thestatebank.com)

**Lori Imoden – Oakland County Master Gardeners –** [**imbodenl@msu.edu**](mailto:imbodenl@msu.edu)

**Oakland County Submission Form -** [**https://forms.oakgov.com/88**](https://forms.oakgov.com/88)

**Cathy Morris, contact at Livingston County** - [**morrisc@oakgov.com**](mailto:morrisc@oakgov.com)

**Michigan Master Gardeners**- Carol Pittard **– cpittard@mac.com**

**Fenton Patch online news - Patch.com – pwd – OpenGateJuly22**

[**www.townplanner.com**](http://www.townplanner.com) **pwd – KAta2TqMeWne3**

[**www.michigangardener.com**](http://www.michigangardener.com) **(Purchased $75 web link to FB page thru Eric Hofley to run in Mid June edition)**

[**publisher@michigangardener.com**](mailto:publisher@michigangardener.com) **is Eric Hofley’s email at The Michigan Gardener Newspaper**

[**www.americantowns.com**](http://www.americantowns.com) **– pwd- OpenGate2018**

**TheOaklandPress.com – now submitted thru Evvnt**

[**www.eventsnearhere.com**](http://www.eventsnearhere.com) **– pwd: (TImeson) OpenGate2018**

[**info@FENTONCHAMBER.COM**](mailto:info@FENTONCHAMBER.COM) **(business.fenton/linden chamber.com/events/public-submission**

**tctimes.com (new website is at EVVNT.com)/ Mihomepaper.com (site for TCTimes)**

**ABC12.com/WJRT news - City Sparks account used for Community Calendar**

**Press releases for news sent to** [**ABC12news12@abc12.com**](mailto:ABC12news12@abc12.com)

**Livingston County Master Gardener –** [**doodads\_mum@yahoo.com**](mailto:doodads_mum@yahoo.com) **(Livingston Master Gardeners is in process of dissolving this year**

[**www.theoaklandpress.com**](http://www.theoaklandpress.com) **(submitted thru Evvnt)**

[**krivera@newmoonvisions.net**](mailto:krivera@newmoonvisions.net) **for fentonbecloser.com webpage**

**(I contacted the City of Fenton directly as Pat Donar mentioned the City had a new webpage for 2022)**

**2022 City of Fenton contact – Chris Clonts –** [**cclonts@cityoffenton.org**](mailto:cclonts@cityoffenton.org)

**2022 New City of Fenton pwd OpenGate2022**

**City Sparks is now used for WJRT story submission for Gray Media group, ABC 12 calendar**

[www.eventbrite.com](http://www.eventbrite.com) pwd – OpenGate2018 Tinai45

[Travel2mich@gmail.com](mailto:Travel2mich@gmail.com)

City Spark – pwd OpenGate2018

Evvnt – pwd – OpenGate 2018; in addition purchased $29 one month advertisement which I requested run from June 24 thru July 24. Note: ad runs the moment you purchase so hold out to latest possible date

NextDoor – I set up OPGC business page and also used my personal account to announce garden tour

MichiganMastergardener.org/Affiliate-Master-Gardener Association

PureMichigan (extranet.Michigan.org) [Tinai45@aol.com](mailto:Tinai45@aol.com) pwd – OpenGate#2022

It was mentioned that Ray Barth had a personal contact with Matt Barbour at ABC12 Good Morning

For 2023, I would again contact [matt.barbour@abc12.com](mailto:matt.barbour@abc12.com) as well as [goodmorning@abc12.com](mailto:goodmorning@abc12.com) for a feature spot on their programming. Dawn Jones had informed me earlier in year that programming wasn’t available with her.

A new and updated Open Gate Garden Club webpage was created by Pat Manion after I published the tour information. <http://opengategardenclub.com>

There may be free Events Calendar on Radio Linden. Will need to follow up on contact information for 2023

Geryches published our tour information on their marquee for past two tours

Per tour after meeting, the 2023 tour will NOT BE HANDICAPPED FRIENDLY

NEW FOR 2023, get a table at the Fenton Farmers Market on Thursday evenings. Also have membership application available at that table and any outreach areas

In person ticket sales to held at VG’s, St. Johns Church and others

**GENERAL INSTRUCTIONS**

**FEBRUARY:** In the event ABC 12 does bring back live interviews for community events, e-mail “ABC News at Noon” to contact Dawn Jones. (See below for contact information.)

**Schedule live interview.** Provide names of the individual(s) - usually the chairperson(s) - who will be interviewed. The interview is scheduled for the Tuesday prior to the Sunday tour date and lasts 3 to 4 minutes. E-mail Press Release to Dawn Jones as soon as it’s written by the chairperson(s), usually in late March, and sent to you. 7-10 days before the interview, e-mail Larry photos of gardens on the tour.

[Dawn.f.jones@abc12.com](mailto:Dawn.f.jones@abc12.com) for Community Spotlight section to interview the co-chairs a week prior to tour date.

May 5, 2021 Per email from Dawn Jones -- ABC Noon or News at 4:00 pm no longer doing community interviews. This may change in future.

2022 -This was a little too early to reach out as tour information was not available. Hold off until a press release and gardens have been confirmed.

\*\*\*After tour follow up meeting and upon information presented at September 2022 meeting, it was approved to become members of the Fenton Chamber of Commerce. Yearly dues is about $120 (may come from general organization funds)

EXPO event held in mid March. We should become a member and request a table at EXPO 2023 early\*\*\*

**MARCH:**

Since we were able to secure an interview spot with Matt Barbour of ABC12 News this morning, contact Matt at [matt.barbour@abc12.com](mailto:matt.barbour@abc12.com) to see if we can get scheduled for publicity spot in July for tour. In addition to sending Press Release to ABC 12 news, send another copy to goodmorning@abc12.com

By mid-month, the Garden Tour Chairperson(s) should e-mail the **Press Release** to you, the Publicity Chair. The Release should include contact persons and their phone numbers. It should be used for all publicity related activities. However, the press release may have to be shortened to accommodate space allotted at various websites, which differs from one site to another. I had different versions, in addition to the full-length press release: an **“abbreviated (or shortened)” version** and a **“very** **brief”** version. Keep all 3 in your document file, so you can copy each one easily and paste to the appropriate places on the websites.

**NEW FOR MARCH 2023 –** Idea was presented at Tour follow up meeting to have a banner printed up to be placed at the FHS ball fields to be displayed. We will need to have a Banner made that possibly be generic with only date as variable field. Will need to contact Fenton High School administration for permissions and find vendors to produce banner for ball fields

**IMPORTANT!** Send this Press Release to the OGGC members who do our Facebook page and our website ASAP.

May 19, 2022, Emailed Final Press Release to Marnie Boehlke

March 24, 2022 – sent Marnie preliminary information to Marnie to publish on our Facebook page and any current website.

March 24, 2022 contacted Sharon Stone at Tri County times for an article on upcoming tour. Pat Donar also contacted Sharon on an anniversary article and both pieces were printed in a joint article

April 27, 2022 contacted The State Bank ([kristy.schaffer@thestatebank.com](mailto:kristy.schaffer@thestatebank.com)) for permission to have our tour on the Marquee ; press release emailed

**Late APRIL:** Contact **Michigan Gardener Newsletter.**  (See below.)They require a 2-month window to publish the announcement on-line.

**2022** – Spent $75 for mid-June web link advertisement

Tour information was published in July/August Calendar Page of Michigan Gardener

(**2022** Eric Hoefley (248-594-5563, ext 11). Advertisement for 2022 is $75.

Asked Eric if I could charge to my personal credit card.

In the past sent check to Michigan Gardener, c/o Eric Hoefley, 30747 Greenfield Rd., Suite 1, Southfield, MI 48076.

**APRIL/MAY:** **Master Gardener Newsletter**. (See below.) They want the information before the 15th of the next month.

March 25, 2022 Contact Deborah Glasstetterd [Glasstetterd@aol.com](mailto:Glasstetterd@aol.com) and Joan Gensel ([jhgensel@gmail.com](mailto:jhgensel@gmail.com)) and Mel Kennedy([mkennedy60@charter.net](mailto:mkennedy60@charter.net)) at Genesee County Master Garden to publish on their newsletter.

April 4, 2022 Contacted Lori Imboden [imbodenl@msu.edu](mailto:imbodenl@msu.edu) for submission in Oakland County Master Gardener newsletter.

Lori sent link for uploading information directly to site: <https://forms.oakgov.com/88>

Per Lori Imboden, Cathy Morris is still at the county [morrisc@oakgov.com](mailto:morrisc@oakgov.com) at **Oakland Gardener Newsletter**. May 3, 2022 emailed Cathy on location of our tour information

March 25 sent email to [jhgensel@gmail.com](mailto:jhgensel@gmail.cm) and [mkennedy60@charter.net](mailto:mkennedy60@charter.net) and [glasstetterd@aol.com](mailto:glasstetterd@aol.com) for submission at Genesee County Master Gardener

April 15, 2022 emailed Livingston County President Cathy Coulture [doodads\_mum@yahoo.com](mailto:doodads_mum@yahoo.com) asking to put our tour in their information. Cathy responded she will help but the Livingston County Master Gardeners is dissolving

Cathy Coulture is now on the Michigan Board of Master Gardeners. She may be a valuable contact in the future

April 4, 2022/May 20, 2022 Email press release sent to [cgrainger@Migardenclubs.org](mailto:cgrainger@Migardenclubs.org) and [Ksauber@Migardenclubs.org](mailto:Ksauber@Migardenclubs.org) (for [District2B@migardenclubs.org](mailto:District2B@migardenclubs.org) and, MGC District VI Director at [district6@migardenclubs.org)](mailto:district6@migardenclubs.org)%20%20)

For 2023, obtain table at Fenton Farmers Market

**Mid-May and JUNE:** Make all other contacts, especially the ones with websites containing a *Calendar of Events*. (See below.) Copy and paste your abbreviated press release to save time! If a garden photo is requested, use one from a previous tour until you get current photos.

Emailed Sharon Stone March 24, 2022 and May 19, 2022 ([sstone@tctimes.com](mailto:sstone@tctimes.com)) at Tri County for a save the date mention in paper as well as an article in July. She would contact Amy Doyle directly if more information needed.

Tri County Article published on May 29, 2022 edition promoting event by Sharon Stone.

Again emailed [ABC12news@abc12.com](mailto:ABC12news@abc12.com) with press release May 20, 2022.

May 2 emailed [Krivera@newmoonvisions.net](mailto:Krivera@newmoonvisions.net) for publishing on City of Fenton website: [www.fentonbecloser.com](http://www.fentonbecloser.com)

May 19 emailed Chris Clonts at City of Fenton to publish our evet on the new Fenton City website

May 20 emailed [kblake@digitalfirstmedia.com](mailto:kblake@digitalfirstmedia.com) **press release for the Oakland Press**

Also contact hard-copy newspapers, especially the **Tri-County Times, Flint Journal, Oakland Press, and Pontiac News.** The last two mentioned are hard to reach.

**About 10 days before the tour**, the OGGC member taking **garden photos** (In the past Linda and John Blanco) will send them to you via e-mail. Send to the Tri-County Times. (See below) and to anyone else who requests them. **Past Photos Requirements**: Landscape format: 1 megabyte minimum, 8 megabytes maximum; jpeg (Do NOT send all of them in one e-mail. It will not go through. It’s best to send each photo by separate e-mail, to make sure they arrive. Identify each photo by garden number: #1, #2, etc.)

There were no additional garden photos sent to the Tri County Times in July, 2022. Photos of previous years tours were sent to Sharon Stone back in May for the 2-page article in the May 29 edition.

**IMPORTANT!** Also send photos to OGGC members who update our Facebook page and website.

**Before MAY:** Contact **State Bank in Fenton**. Ask the bank to include the name and date of the Garden Club Tour on their outdoor marquee, which has a rolling electronic sign that faces the street.

Emailed Kristy Schaffer at the State Bank for help in posting tour info on Marquee at State Bank.

[Kristy.schaffer@thestatebank.com](mailto:Kristy.schaffer@thestatebank.com)

Tour info will run on marquee beginning July 11. I have had to reach out to Kristy in July as the tour information was not displaying properly on the Marquee

If Open Gate becomes as member of Fenton Chamber, see if tour information can be included on the Chambers marquee.