

**Attention: LMNGNO Certification Committee
Amy Wing, Sue Ellen Lyons, and Liz Manhart**

Communications Committee Proposal to Exchange Volunteer Hours for Media Contributions

This proposal seeks to establish specific metrics that will incentivise the general membership of the Louisiana Master Naturalists of Greater New Orleans to assist the Communications Committee in expanding LMNGNO's social media presence. In order for the Communications Committee to become fully functional, a collaborative effort between leadership and the naturalist community is critical. In order to promote collaboration, this proposal seeks to formalize a system for exchanging media, including photographs, videos, blog posts, newsletter contributions, and articles, for volunteer hour (VH) credit. The following criteria have been drafted by Communications Committee Chairperson, Alahna Moore. These suggestions have been vetted by fellow committee member Janell Simpson and Exofficio committee member Joe Baucum.

Written contributions - 1 volunteer hour per page of unedited text

- Including reflections, blog posts, and newsletter articles
- 1 inch margins on 8x11 pages, double spaced, images not included in page count.
- Must be submitted directly to **alahna.moore@gmail.com** with the explicit intention of receiving VH. Email subject should read "Communications Committee Media Submission - Written". The body of the email should include author's name and desired place of posting (newsletter, FB, etc.)

Photo contributions - 1 volunteer hour per 5 photos submitted

- Including workshop photos, species photos, drawings, etc.
- Each photo should include a caption, or description including who or what is in the photo and what was occurring when the photo was captured.
- It is preferred that this content be submitted as a word doc, including photographs and captions. If a Microsoft Word is not accessible, photos and captions may be submitted via email, as long as each photo is uniquely named and the captions refer back to the specific photo being captioned.
- Must be submitted directly to **alahna.moore@gmail.com** with the explicit intention of receiving VH. Email subject should read "Communications Committee Media Submission - Photo". The body of the email should include author's name and desired place of posting (newsletter, FB, etc.)

Media contributions - 1 volunteer hour per hour of labor (incl. research, planning, and execution)

- This criteria refers to alternate forms of media: visual art, sketches, paintings, videography, recorded lectures & webinars, data visualization, etc. Anything that can be shared on social sites.
- Credit for these types of submissions will be graded on a case by case basis. Submitters should schedule a short (5 - 10 minute) phone call, or email discussion with Alahna Moore in order to qualify for volunteer hours. In this discussion, submitters should be prepared to answer:
 - What did you accomplish? How does this contribute to the LMNGNO community?
 - How many hours were spent preparing / creating this work?
 - Will this be published outside of the LMNGNO network?
- Maximum 5 volunteer hours will be awarded for this form of media contribution per project.
- Must be submitted directly to **alahna.moore@gmail.com** with the explicit intention of receiving VH. Email subject should read "Communications Committee Media Submission". The body of the email should include creator's name and desired place of posting (newsletter, FB, etc.)

Online content- 1 volunteer hour per 3 social media posts

- Posts can include links to articles, events, and information that has not yet been endorsed by the Master Naturalists [ie- you can't share an event that is already nominated for VH or CE].
- Each post should include a brief write up, between 20-150 words, describing the content and also the importance of the material being shared.
- Must be submitted directly to **alahna.moore@gmail.com** with the explicit intention of receiving VH. Email subject should read "Communications Committee Media Submission - Article". The body of the email should include author's name and desired place of posting (newsletter, FB, etc.)
- Maximum 5 volunteer hours will be awarded for this form of media contribution per year.

Editorial Work - 1 volunteer hour per hour of labor

- Ongoing copy editing, graphics creation, and content creation will be needed for Naturalist Newsletters and for website revamping.
- Once the Communications Committee is fully functional, email listservs will be used to call for specific content that is needed in order to populate LMNGNO websites and newsletters
- Those who are interested in performing backend editorial work should initiate the process by declaring their interest via email directly to **alahna.moore@gmail.com**.
 - Initial email should include the subject "Communications Committee Media Submission - Editorial". The body of the email should include the interested party's name, the intention of receiving volunteer credit, and the project that they are interested in editing (newsletter, website, social sites, etc)
 - Editors will be vetted by the Communications Committee and then officially deputized by Alahna. Editors will be given specific tasks and deadlines with which these tasks must be completed.
 - Creative freedom is important, however, standardization of communication format and aesthetic is also a goal of the Committee. Any drastic changes to website or newsletter format or copy should first be proposed to the Communications Committee. Volunteer Hours will not be awarded for editorial work that will not be published.
- Maximum 10 volunteer hours will be awarded for this form of media contribution per year.

Logistics

- **Approved Submissions will be awarded VH by Alahna, or subsequent Communications Chair, submitting # of hours and recipient via Group Leader link on Blackboard. All content will be reviewed by the Communications Committee before being published with the LMNGNO brand.** All content will first be submitted to Alahna, then shared with other members of the Communications Committee in order to be approved for Volunteer credit.
- **General members will not be given access to social media sites unless under direct supervision of Alahna Moore.** On the rare occasion that administrative privileges are necessary (ie - if someone volunteers under the "editorial" criteria to set up or manage an additional social page, such as instagram or twitter), the administrative privileges will be temporary, unless otherwise approved by the Communications Committee.
- The goal of this proposal is to incentivise members to support LMNGNO in expanding its reach, and to allow members a platform to publish and present their work. It is not intended that members will complete their 20 required volunteer hours through media submissions. If a member has ability issues that they care to share with the Communications Committee leadership, they will unequivocally be allowed to submit content with no maximum hour limit.