

MG Project Annual Report 2022

Name of Project: *Thymes* Newsletter



Name of Project Chairs(s): Melissa Serenda and Doug Geraets

**Number of Master Gardeners involved/impacted with project:
Provide brief statement of what this involvement/impact was.**

Involved: ~25 MGs contributed as editors or submitted some form of article to the newsletter. Numerous individuals had multiple contributions (Linda, Melissa, Doug, Emil Rindersbacher, Mary Lou Mayfield, the Murphys, Joel Wells, Alice Linhart, Vicki Siefers, Chris Sedrel, Deb Cassel, John Weeg)

Impacted: #131 (total of active JCMG)

Thymes (if read by our membership) should inform and educate JCMGs. The public-facing blog, jcmg-thymes.com, allows the educational articles created by JCMGs to be shared with the wider public.

Summary of project activities conducted throughout the year and results of the project: (include any data of successes of the project).

Ten issues of the *Thymes* newsletter were successfully published and distributed to all JCMGs during 2022. Newsletter survey is ongoing to collect opinions on newsletter features.

The JCMG-Thymes blog published 31 articles (gleaned from the newsletter and shared via the JCMG Facebook page) and had 918 visitors in 2022 to date, with 2381 total views of the blog.

Statement of what you would consider the greatest success of this project:

- Timely posting/distribution of the Thymes
- Excellent editing of each issue for readability and correct standards of desktop publishing
- Introduction of new articles/columns (e.g., Its Thyme to ...)
- Continued timely maintenance of the Thymes blog
- Transition to a new major editor (Melissa Serenda) with application of more robust desktop publishing software (Adobe InDesign)

What needs are there to help this project continue? What changes would you like to make for the future?

Transition to use of Adobe InDesign will be a great help. Will await results of ongoing newsletter survey which may provide information for future changes.

Melissa Serenda

Project Leader

November 9, 2022

Date