



COMMUNICATIONS MINISTRY

Publicity Submission Information

Step One:

The Communications Ministry is here to incorporate information about your event/program into COP communications channels. Before you submit information for publicity for your event or program, you must first have it scheduled on the church's calendar. To do this, please submit a Facilities Request Form to **James Thompson**. You can download the form from our internal website by clicking the following link: [Facilities Request Form](#). There is an Event Checklist on the back of the Facilities Request Form to help ensure all the necessary steps have been completed for a successful event.

Step Two:

Once you have completed and submitted a Facilities Request Form and your event is on the church calendar you may submit your publicity information. We encourage you to submit your publicity information by clicking on the following link: <http://www.churchofthepalms.org/publicity.html>. You can create a desktop link for your convenience.

Items to Consider When Writing Your Article:

- Basics (who, what, when, where, why and how)
- Who owns the event? What ministry and who is the ministry leader and/or contact person?
- Write the article as if you are explaining your event/program to someone who has never been to COP
- Are sign ups required? If so, when is the deadline? How do you sign up?
- Who is your target audience? That is, is this an internal event or is the community invited or both?

Submitting Your Event Information

Whenever possible ***the Communications Ministry would like your information 60 days in advance.*** Please limit your article to 150 words. When the online form has been submitted an email confirmation will be sent to you within 24 hours of receipt.

Publicity Plan Outline

The Communications Ministry will determine the best plan for promotion of your event. The plan outline will be emailed to you within one week with a request for approval or if necessary follow up conversation. The Communications Ministry will try to honor your requests based upon available time and space. We reserve the right to edit submitted publicity and determine appropriate channels for event promotion.

Channels for Distribution of Publicity

- Connect Magazine – print magazine available monthly. Mailed out to those who have requested it be mailed otherwise available campus wide and online.

Deadline: the second Monday of the month prior to publication.

- eBlast – Electronic newsletter emailed every Thursday.
Deadline: The Monday prior to Thursday’s distribution.
- Campus monitors – updated weekly .
Deadline: The Monday prior to Sunday Service.
- Weekly Bulletin
Deadline: the Monday prior Sunday’s distribution.
- Website
Updated weekly but can be daily as required.
- Social Media:– Facebook and Twitter
Updated daily.
- Posters, brochures, postcards and various other printed items.
Deadline: three weeks prior to distribution.

Other Things to Know:

If tickets are to be sold at the Front Office or on Sundays the ticket sales must be communicated to the Finance Director, Wendy Ghezzi. The Front Office Coordinator, Lisa Baughman, will then set up the process for the ticket sales.

Share Your Story:

We encourage you to take photos of your events and when appropriate share how your ministry is changing lives. This information may be included in a future issue of the Connect magazine.

Questions?

We would be happy to sit down with you or someone from your team to go over this information or help you with the process. We encourage you to recruit a publicity liaison volunteer for your team to be the go-to person for both the Communications Ministry and your team.

Contact Us

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Lisa Baughman, Front Office Coordinator	924-1323 x 208 lbaughman@churchofthepalms.org
James Thompson, Facilities Manager	924-1323 x 213 jthompson@churchofthepalms.org