

Guidelines for Publicity at St V

I. Distribution to our Parish Community (internal): The Responsibility of the Sponsoring Committee or Group

A. CONTENT: Make certain your announcement addresses the following points:

1. A **'hook'** to grab attention (“Looking for x?” “Want to x?” “Be a part of x!”)
2. **What?** Is it an event, program, service, advocacy, etc.? Is it linked to one of St V committees or groups?
3. **When?** Give date and start/end times (be sure to verify).
4. **Where?** If at St V, give room; if elsewhere give address and a contact for directions
5. **Cost?** Note this if any.
5. **How to get more information.** Give name and contact information; include website if added.

B. OUTLETS: These internal communication outlets are available:

1. Parish Bulletin

- a. Items need to be sent BEFORE THURSDAY to appear the following weekend.
- b. Specify the dates on which the item is to run (if more than one time).
- c. Items are run on a ‘space available’ basis. The shorter the better- you can (and should) put the details on the website.

Electronic submission: Insert copy as you wish to see it in the body of the e-mail.

Hardcopy if used needs to be submitted to both Pat and Fr. Dick.

Send to: Pat Frascati at bulletin@stvchurch.org

Fr. Dick at bulletin@stvchurch.org

Chris McCullough at bulletin@stvchurch.org

2. E-Mail Tree

Items should be sent to Terri Rizzo at email-tree@stvchurch.org or use the Quick Links on the St V homepage on the web to send to Terri

3. Website Announcements

This publication goes through the website editor.

A list of these editors can be found on the Communications and Outreach webpage at <http://www.stvchurch.org/council-committees/communications-outreach/>

There are two website options:

- a. Place on St. V calendar. This ensures that the event will also appear in the weekly bulletin calendar.
- b. Highlight the event so that it appears as a 'special event' on the Homepage. The website editor can help with this.

II. Distribution outside our Parish Community (external) for Archdiocesan Distribution: Either the Responsibility of the Sponsoring Committee or Group or (if requested) the Communications and Outreach Committee

EDUCATIONAL AND SPIRITUAL EVENTS

Frequently St V supports an educational (e.g. lecture series) or spiritual event (e.g. Taizé services) to which we want to invite people beyond our parish. While the St V website is our window to the outside world and should be used, there are also Archdiocesan venues available to us. The C+O Committee will make additional contacts for the sponsoring committees and groups **if asked**.

Archdiocesan Avenues

An Archdiocesan calendar and a bulletin are available to us. This gets wide distribution to all parish communities. If you want to manage this directly:

Archdiocesan Bulletin:

<http://archbalt.org/news-events/bulletins/submit-bulletin.cfm>

Archdiocesan Calendar:

<http://www.archbalt.org/news-events/calendar/index.cfm>

OR If you want the C+O Committee to process this information: Please write a draft addressing all the items listed above under I.A. and send to the Chair, C+O.

III. Distribution outside our Parish Community (external) for City-Wide Distribution: The Responsibility of the Communications and Outreach Committee

When it becomes desirable for an event or a program at St V to be widely publicized to the greater Baltimore community (more than the Archdiocese), this effort needs to go through the C+O Committee. The committee has the expertise to produce a professional communication that will reflect well on the parish. Sponsoring St V groups should work with C+O to develop a systematic plan for publicity. Please allow adequate lead-time for this effort since C+O must interact with other agencies and news outlets.

C+O will collaborate to develop a plan. The Plan could include any of the following:

1. Developing a webpage that describes the program and all pertinent information.
2. Submitting to Archdiocesan and other network venues
3. Writing a press release and deciding on outlets
4. Soliciting human interest stories

What a Sponsoring St V Group needs to do:

1. Meet with C+O to determine the scope of the campaign.
2. Produce a draft describing the program for the webpage which includes:
 - a. What the issue is that the program is addressing and why this is important. This should anchor the program within the concerns of the larger Baltimore community.
 - b. Identify the sponsoring St V committee or group.
 - c. Describe the mission, scope, and the operating plan.
 - d. Specify precisely what you want the audience to do: e.g. ‘partner’ or ‘donate’ or ‘support’ or ‘attend’
 - e. List the specifics of {When? Where?} if relevant.
 - f. How to get more information. Give name and contact information, link to the webpage.
3. Determine within the sponsoring group a point-of-contact for the C+O committee. The sponsoring group should agree on the specifics of internal review but one person respond for the group.

What C+O will do:

1. Work with sponsoring group to determine the scope and establish a timeline.
2. Review and clarify text of draft webpage. The C+O Committee is responsible for all new webpages. It is the only way in which the integrity of the website can be maintained.
3. Take information from the draft program webpage and fashion an announcement for Archdiocesan (and other) bulletin announcements.
4. Submit to sponsoring group for final sign-off to ensure accuracy the C+O reviewed and edited #2 and #3.
5. Set up the web page and make all agreed upon contacts according to the established timeline.