

Harrison UMC Event Publicity Checklist

Contact: Vicki Lawson, Communications Coordinator (Vicki.lawson@harrisonumc.org)

If your ministry is scheduling an event you need to know the *who, what, and when* before you get started. The HUMC Council of Ministries has put this checklist together so you will have a successful event.

To Promote a Church-wide Event on the Harrison UMC Campus

Free Publicity

BROCHURES

- We have a template for brochures. If you would like to produce a brochure please provide text in the MSWord format and pictures in .jpg format and e-mail to Vicki Lawson at vicki.lawson@harrisonumc.org. If you currently have a brochure, the new brochures will be phased in as your current brochures run out. Allow 3 -4 weeks for production of the new template for your brochure. You will receive the final copy for the brochure in an Adobe (.pdf) file. You will be responsible for getting the brochure printed, preferably using the printer mentioned above (Union Printing).

BULLETIN INSERT

- Sunday Worship inserts are only allowed if your event requires a sign-up reservation, either for a head count for food or for childcare. Inserts are only allowed for 3 weeks and only if there are no other inserts for that week other than Sermon Notes and the Newsletter. Contact Vicki Lawson vicki.lawson@harrisonumc.org to request approval for your insert on Mondays. Approval takes place at the weekly staff meetings on Tuesday mornings. Once approved, approximately 700 printed copies are needed per week. Please submit to Vicki Lawson at Vicki.lawson@harrisonumc.org in the Church Office.

CHURCH-WIDE E-MAIL

- The church-wide e-mails will be sent out on Wednesday or Thursday unless it is an emergency such as church closing due to weather or a death in the church family. When you e-mail an article for the *Harrison Weekly Newsletter* to Vicki Lawson (Vicki.lawson@harrisonumc.org), ask her to put the same information in the weekly e-news. We try to limit the weekly e-news to one page. Only events happening the next week will be included.

HARRISON CHURCH PRE-SCHOOL

- Make 150 copies of a flyer or similar marketing piece and deliver to Carol Bonds at the Harrison Preschool. The teachers will put one copy in each student's bag (132 students). The remaining copies will be placed on the preschool podium.

HARRISON UMC WEBSITE FRONT PAGE

- To post your event on the website front page, please email your submission by Monday at 5 p.m. to the Communications Coordinator Vicki Lawson ~ Vicki.lawson@harrisonumc.org . Allow a week for your event and form to get posted. **Deadlines and Expirations:** Items with a specific deadline will be removed within a few days following the designated date or when removal is requested. **Guidelines: for Submissions:** Items should originate from a Ministry chair or Staff Liaison. Clip art graphics *should be GIF format at 72 dpi resolution*. Photos should be in JPG 72 dpi resolution and should be in full color. Prior to submission, submitter should ascertain that the clip art's and photography's **copyright is licensed for publication** on the Web. (All Microsoft clip art is licensed.) Any additional links to resources or web sites are subject to rules of the following section.

HARRISON WEEKLY E-NEWS

- To advertise in the weekly email newsletter, please send your article to your staff ministry liaison and Vicki.lawson@harrisonumc.org by 5 p.m. on Mondays. Your article must be very brief and of general interest to a significant portion of the Harrison UMC family. This email is limited to the events that are current to the present or upcoming week. It will rotate off when date of the event expires.

- **Special exceptions** - In case of an emergency, as determined by the Senior Pastor, Pastoral Staff, or the Church Administrator -- a special HUMC E-news related to a specific situation will be sent out of the church distribution email list, as soon as the basic information has been verified. Examples of this: weather-related cancellations/postponements, disaster at church office, or an event of conference, national or international, or a church-related significance. If there is a disagreement over whether or not the situation warrants a special broadcast, the decision will be made by the Senior Pastor.

HARRISON UMC WEEKLY NEWSLETTER

To advertise your event in the *Harrison Weekly News* which gets posted on the website, please email your article to Vicki Lawson at vicki.lawson@harrisonumc.org by 5 pm on Monday to be included in the following Sunday. Please indicate the dates you wish the article to run. All articles may run for **no more than 3 consecutive weeks**. They will then be removed from the newsletter until they are resubmitted with new wording, heading, etc. *

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HARRISON UMC ONLINE CHURCH CALENDAR

- Once your ministry decides on an event, contact Vicki Lawson at vicki.lawson@harrisonumc.org to schedule the event and reserve your room or location on the church-wide online calendar. Before reserving your date and later to view your calendar event once it is reserved, visit www.harrisonumc.org and click on Harrison Events to see other events that are scheduled. Please indicate event name, dates (beginning and ending), times (beginning and ending) and contact information. Also indicate if you will need room set up and tear down times reserved.

MARQUEE

- To advertise on the marquee located on the Lancaster Highway side of the church, please contact Vicki.Lawson@harrisonumc.org. Advertising on the marquee is only allowed for 1 week prior to the event. To advertise on the church campus, you may use the Marquee and if desired one banner on the church grounds.

SIGN-UP TABLES

- If you wish to reserve a spot for a table to promote your ministry, sell tickets, etc., contact Vicki Lawson at Vicki.lawson@harrisonumc.org. Tables are not permitted on Special Occasions (Palm Sunday, Easter Sunday, Christmas Eve / Christmas Day).
- No more than two tables (two ministries) may be set up on any given Sunday. A maximum of three consecutive weeks is allowed for a table reservation. **You must provide your own table, signage, etc.**
- Locations allowed for table placements are outside of Hammill Hall, outside of the Sanctuary, under the Arbor, or in the Coffee House (inclement weather). NO tables may be set up in the Narthex of the Sanctuary or the Foyer of Hammill Hall.

VIDEO OR MINISTRY MOMENT IN WORSHIP

- With our new Video Team and Media Ministry in place, we are taking advantage of this wonderful way of communicating to the congregation. If you are interested in a 1-2 minute video during the worship service, please email John Leon Lewis at john.leon.lewis@harrisonumc.org and he will check with the rest of the worship planning team to see if timing of the service will allow. If the schedule permits you will need to fill out the Video request form (on website) and send it to Rick Heckenkamp at ricksvp@mindspring.com. Allow 4-6 weeks for this process.

WORSHIP 'LOOP' ON SUNDAY MORNINGS, WEDNESDAY EVE, & IN RECEPTION BLDG. 100

- Email Vicki Lawson at vicki.lawson@harrisonumc.org by Monday at noon.

(At Cost) Advertising

BANNERS

- Discounts are offered if we all order from the same company. Banners run from \$220-280 for a two color and \$320-350 for double sided. To reserve your banner placement, please contact Vicki Lawson at vicki.lawson@harrisonumc.org.
- Order a banner from Union Printing & Reprographics at 704-315-7970 or unionprinting@carolina.rr.com. We have an account set up and they will bill us for the print job. Banner(s) must be 4' x 8', ventilated, and double sided if you want to utilize advertising. NO Coke Banners allowed on the property. If you want to put up a Coke banner at the end of Ballantyne Commons Parkway, that is up to your group. Your group is responsible for putting the banner up and taking it down. Banner can only be up 2 weeks prior to the event. The Harrison logo must be on the banner as part of the "branding" process. It can be small and in the corner, but must be on the sign.

CAMPUS SIGNS

Cost varies depending on size ordered. To place order and reserve your spot, please contact: Vicki Lawson at vicki.lawson@harrisonumc.org or Anita King at anita.king@harrisonumc.org.

- All Signs Must Be in the White Sign Holders. Please contact the Trustee Chairperson before the third Sunday night Trustee meeting for committee approval.

POSTERS ON WALLS (Cost varies depending on size ordered.)

- Only professionally printed posters are allowed on the walls/doors on campus. Order them thru the printer listed above under BANNERS. Posters may only be attached with the sticky squares purchased for this purpose or blue painters tape. The squares are stored in the copy work room in the drawer labeled "poster squares". The blue painters tape should be rolled and placed on the back of the poster, out of view / sight.

BATHROOM SIGNAGE

- The signs in the bathroom stalls will be used to promote only **church-wide (open to the entire congregation)** events. Please submit your request to Vicki.Lawson@harrisonumc.org. The bathroom signs are printed approximately every 2 to 3 weeks. The listing for the bathroom sign should be 3 to 5 lines, maximum.

To Promote a Church-wide Event in the Community

Free Publicity

NEWSPAPERS

- Fort Mill Times** – Religion News Section and Carolina Gateways newspapers. Email news@fortmilltimes.com with all information about the event and she will forward. Allow 3-4 weeks. Some information can be run two weeks.
- The Charlotte Observer**
 - Print Edition Event listing:** Send announcements directly Erica Batten at ebattenobserver@gmail.com. Be sure to include time, date, street address, cost (if applicable), contact number and/or web site, and a brief (1 – 2 sentence) description of the event. Allow 3 – 4 weeks.
 - Charlotte Observer – On Line Event Listing:**

Go to <http://events.charlotteobserver.com> (leave off the www). **Search for your event.** **If it's not already in the calendar database, click "Add an Event."** Log in using your charlotteobserver.com username. If you don't have a username, create one. Then fill in the event form. Please include your phone number. Type in upper and lower case (not all capital letters). Use fewer than 250 characters (keep brief) and include the time, date, and location in the "Specific Fields" box. **PLEASE DO NOT include that information in the fields labeled "Summary" and "Event Details," as it may delay publication in print and online***** It will take about a day for the information to appear on charlotteobserver.com. If you submit your event **two weeks in advance**, it will be considered for publication in the print version of the *Charlotte Observer*.

- The Charlotte Observer – Faith Notes** column. To contribute items to Faith Notes in *The Charlotte Observer*: please send all Faith Notes/Church Notes items to ebattenobserver@gmail.com. Please note that this is for announcements only; for feature stories, please contact Mike Gordon (mgordon@charlotteobserver.com) or the editor of your regional section. For Faith Notes, you may send information on upcoming events that you'd like to publicize, or on past events, projects, or honors. Please submit your Mission Photos to: www.charlotteobserver.com/faith.
- The Charlotte Observer (South Charlotte Edition)** – Email Jessica Milicevic at jessicamilicevic@charlotteobserver.com. Want to send a photo sharing something that happened at the event? Email your photo with a description and any Religion News in South Charlotte to: stories@newsouthcharlotte.com. Their print deadline is two weeks in advance of the event date.
- The Mecklenburg Times - Sam Boykin, Staff Writer,** at Sam.boykin@mecktimes.com, or **Caitlin Coakley, Staff Writer** at Caitlin.coakley@mecktimes.com
- Christian Happenings** - Submit your event info for our FREE online listings. You can email your events online at: http://www.christianhappenings.com/submit_event.html or directly to susan@christianhappenings.com
- Mecklenburg Ministries** - interested in announcing your events in our monthly newsletter please fill out the Event Submission [http://r20.rs6.net/tn.jsp?et=1103341913786&s=5559&e=001UgRsGjQGSqZ-eDeQgj1BRZ75axRFP3GqrqTFPY8PtULO0bGb_h8DJEoG6ikfv7FQkP09WkhV15GDihsIHBrpxzfQDdE5_40SW9tMV2HXP4FpyntMTwXoTBhSetmhjJgUcDpm_ax4g5CCXRS93SzD0mdtileXVKyjfQ8-ioc3-9D5bbo1XBtKg==] form or go to www.meckmin.org [<http://r20.rs6.net/tn.jsp?et=1103341913786&s=5559&e=001UgRsGjQGSqYXTWgu6c1qUIGB9y2tdhqyeoqDQBa01g-1s7mJ-PbRBR5ZcNYAUXDPI40vrOqOQKaNwgtdfsVWtXbWmQcfDZWYV5-O7rfC3Xr-gPxUQQSimw==>] under events to read further details.

**MONTHLY MAGAZINES & COFFEE HOUSE/RESTAURANT PLACEMATS
IN THE COMMUNITY:**

BALLANTYNE MAGAZINE

- To have news, notes and any upcoming events covered in the Ballantyne Magazine, please email the information to news@ballantynemagazine.com.

CHARLOTTE PARENT

- Email your event information to calendar@charlotteparent.com **one month prior** to the event for potential editorial coverage.

CHARLOTTE WEEKLY (Community Section: Charlotte Religious News & Notes AND the South Charlotte Weekly Calendar Events)

- Please email your information to editor@thecharlotteweekly.com

COFFEE NEWS PLACE MATS

- Email your event information to Kevin Lanier at coffeenews@comporium.net **2 – 3 weeks** prior to the event.

TODAY'S CHARLOTTE WOMAN

- Send your news to: editor@todayscharlottewoman.com or to *Today's Charlotte Woman*, 5200 Park Road, Ste. 111, Charlotte, NC 28209.

WEBSITES, ELECTRONIC MEDIA, AND SOCIAL NETWORKS

BALLANTYNE BLOG

- Here is a link the Ballantyne Daily Blog - as you can see this might be a great place to promote Harrison events to our community. <http://ballantynedaily.blogspot.com/>

BALLANTYNE MAGAZINE E-NEWS

- Email your event information to Nan Bauroth at nabjournalist@carolina.rr.com or Scott Martin at scottmartingolf@mindspring.com

HARRISON BLOG -

TWITTER - HarrisonUMC

FACEBOOK – “Like” us at <http://www.facebook.com/HarrisonUMC> or text “like” **HarrisonUMC to 32665.**

CRAIGSLIST.COM – Must register and open an account to post event.

BROADCAST

RADIO/TV

- 91.9 Radio On-Air Community Calendar** - The contact person is Linda Senneker, Director of Marketing and Outreach, at 704-821-9293. Email the information to New-Life 91.9's Community Calendar at <http://www.newlife919.com/event-request.htm>. Once it is posted online, the on air staff will receive the information. It will be considered for the on-air community calendar. Allow 2-3 weeks for it to appear on the website and verbalized on the air.
- 106.9** - All information about announcements must be presented in writing, and received by Blue Ridge Broadcasting **no later than 4:30 p.m., four weeks before the date of the event** or registration date. All announcements must include: Name of the Event, Contact phone number, location of the event (include city and state), special guests, date and time of event, and reservation Deadlines. Fax announcement to 828-669-6983, email webmaster@brb.org, or mail to P.O. Box 159, Black Mountain, NC 28711-0159.
- WFAE-National Public Radio FM-90.7** -Mark Rumsey, Community Engagement Coordinator at mrumsey@wfae.org

- **V101.9 FM** – Submit your community event to: B. Thompson at bthompson@V1019.com .
- **WBTB News 3 – WBT Talk AM 1110 // (FM) 99.3** – visit http://www.wbt.com/promotions/community_request.aspx
Complete community event request form and submit. Or email Jessica Robards at jrobards@wbt.com
- **News 14 Carolina TV** – Assignments Desk at assignmentdesk@news14.com. Please submit 4 weeks prior to event.
- **WCNC-TV Channel 36 (Cable 6)** – NEWS@WCNC.com

****** IN THE UNITED METHODIST COMMUNITY – CHARLOTTE******

UNITED METHODIST CHARLOTTE DISTRICT OFFICE

- Email your event information exactly how you want it forwarded and the Charlotte United Methodist District office will email your information to all the other United Methodist Churches in the district. Email information to DeEtta Rivens at chardist@bellsouth.net and Charlotte District E-News - charlottedistofc@wncumc.org. Broadcast emails are usually sent out within 1 – 2 days of receipt.

UNITED METHODIST CONFERENCE COMMUNICATIONS E-NEWS

- Email your event information “camera-ready” to: webministry@wncumc.org or mfolson@wncumc.org . Please include The name of your church, address, city, district. Indicate that our Lead Pastor is David Beam and then the contact information – your event’s communication representatives’ name and how to contact. Please keep your event description brief – 75 word maximum and you may send this as an MS Word, Publisher or Adobe.PDF attachment.

University North Carolina website: <http://www.nineronline.com/contact/submit-an-idea>

Creative Loafing - <http://charlottehappenings.creativeloafing.com/gbase/Events/EventSubmit>

Union County Weekly - news@unioncountyweekly.com

Media Listing - <http://www.mondotimes.com/1/world/us/33/1541>

Fox Charlotte / wccb-tv-18 - <http://www.foxcharlotte.com/calendar/submit>

Charlotte’s WJZY - info@wjzy.com

WMYTV12 - http://wmyt12.com/site/component/option,com_contact/task,view/contact_id,1/Itemid,52/

To Promote a Church-wide Event in the Community
Paid Advertising

LANCASTER NEWS/CAROLINA GATEWAY

Contact: Katie Harrell, Classifieds Consultant at 803-283-1140 or kharrell@thelancasternews.com