

VUU Publicity Policy

I. Purpose

This policy is intended to support the needs of various components of VUU in publicizing their events to the Congregation of VUU and to the outside community. This policy is essentially a set of guidelines for use in staging a successful publicity campaign.

II. Types of Publicity

- a. Internal publicity will be focused on the VUU congregants
- b. External publicity will be focused on the greater community.

III. Staging a Successful Publicity Campaign

To engage in a successful publicity campaign you must first define your target audience. Is your event/group focused on our congregation or is it intended to attract a wider audience? If so, what interests would this audience need to have in common (interest in comedy, classical music, history, etc.) What is your target attendance number? What resources are available for this publicity campaign?

Understanding your prospective audience's common interest will help you focus on the appropriate radio stations, newspapers, email lists, etc. Determining a successful attendance size can guide your effort and energies. For example, 100 people attending a book discussion would be unmanageable, whereas, 12 people attending a concert would be disappointing. More resources (time and money) would be spent on publicity for a concert than a book discussion.

IV. Updating this Policy and These Guidelines

These guidelines have been established in an effort to enable events/groups at VUU to become successful, thus nourishing our community. If you find other strategies work well please update this policy so that your success will help others to flourish.

To update this policy, please extract this document from the web site, make your updates, and submit to the web master for posting.

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V. Internal Publicity

Internal Publicity targets only the members and attendees of VUU. If a wider audience is desired internal publicity methods can be used in conjunction with external publicity methods. The following are a few good methods of publicizing for social groups and social events with in our congregation. Always remember to include the "who, what, where, and when" of your event and to include an interesting hook to catch your listener/reader.

a. Newsletter articles: New letters are mailed out once a month. Send a brief summary or advertisement to the church office with a subject heading of "newsletter article". The letter must be submitted the third Sunday of the month prior to the event.

b. Order of Service Announcements: Announcements in the order of service are included as inserts in the Sunday Order of Service. Once again, send a **brief** summary or ad to the office with the subject heading of "Order of Service announcement". This should be sent no later than the Tuesday morning prior to the Sunday you would like it to appear.

c. VUU Highlights: VUU Highlights consists of information regarding your event. It is presented to the congregation at specified time during Sunday service. The presenter will be someone you have chosen to represent your event. VUU Highlights have proven to be an effective publicity method. However, these highlight spots fill up quickly and well in advance. Please have your request submitted two months prior to your event date. You may find that two highlights are needed. You can submit your request by emailing the office under the subject heading of VUU Highlights request. In your text, please include your name, contact phone, name of group or event and date/s requested. You may also contact the office by phone. Please refer to the attached VUU Highlight guidelines.

d. VUU E-Mail Blast: VUU email list consist of all members and friends of VUU. Send your information as you would like to appear in the email blast to the church office with a subject heading of email blast. Send in a timely fashion so that the staff may have adequate time to give to your message. Repeat the blast as often as necessary up until your event. Please see the email policy for guidance in preparing an email blast.

e. VUU Community Bulletin Board: The church bulletin board is located in the sanctuary kitchen on the south wall. Your flier/poster for the event may be placed there at any time. Please remove it in a timely fashion.

f. Information Tables: Information/ticket sales/sign up tables may be set up after the service. The set up site is located on the north side of the sanctuary under the awning but not obscuring the sidewalk. You are responsible for setting up and putting your table away. Tables can be decorated with props or candy. Be creative and think of ways to attract people to your table. It is best to have a "host" at the table. Depending up on your need, tables can be utilized four weeks prior to your event.

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g. External Community Bulletin boards

Community bulletin boards are found in grocery stores, libraries, bookstores, music stores, ASU. etc. You are only limited by your imagination. Please make sure that you receive permission to post your ad and that you remove it in a timely fashion. These postings are subject to the editorial review process.

h. Email Blasts to Outside Organizations

Our church has a ready-made email list consisting of our members. You may wish to contact organizations with like interests to that of your event and ask if they would send your ad out on their list. Utilize your contacts and ask people to forward your ad. Email ads are subject to editorial review.

i. VUU Website

As with most web sites, ours is currently evolving and posting procedures are subject to change. For current postings please paste or include your ad in the body of your email and attach digital pictures. Ads should be sent to the webmaster . Web ads are subject to editorial review by the web master.

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VI. External Publicity

There are several avenues for publicizing to the *greater* community. Newspapers and community radio spots are a couple. You may also want to consider handouts, posting on community bulletin boards, email blasts and posting on our church web site. **Each ad or posting must go through an editorial review process before it is submitted for publication or posting.** The review process will ensure that your event and our church are being represented in a professional manner and will increase the chances of acceptance for free publication in our local papers.

To complete the review process you must have your ad reviewed **two weeks** before you submit it for **publication**. This will allow an editor enough time to review and, if necessary, suggest revisions and then give approval. Contact the church office for the name of an appropriate editor. *Please follow the enclosed templates and suggestions for creating an ad.* The least changes an editor has to make, the happier everyone is.

a. NEWSPAPERS

Ads must be submitted to the newspaper **3-6 weeks before** an event. **Free space** is available in the religion and/or community (What's going on) sections in most papers. However, they are subject to editing by the newspaper and there is always the chance that your ad may not appear due to an editorial decision. Space may be **purchased** at approximately \$75-\$150 for one eighth of a page. If purchased, your ad cannot be bumped. The yellow pages will have a listing of current community and state newspapers and current contact numbers.

b. Radio

Community spots are available through most radio stations and are **free**. Consider your event and its target audience when contacting a radio station. As with newspapers, radio stations are listed in the yellow pages with updated contact numbers and descriptions may be found on the internet. You must submit your ad to the radio station at least **2- 4 weeks before your event**. Community spots fill up quickly. If your ad is not chosen immediately, keep pitching it to the station. You may submit an ad to the radio station via e-mail. Provide a cover letter with a brief description of your organization and event. When writing your ad, follow the provided template and suggestions. Remember to make the ad brief, compelling, humorous (if appropriate) and unique.

c. Handouts

Leaflets can be passed out at other events. Make sure you obtain permission from the event *organizer*. Leaflets may also be placed on car windows. However, they should not be left at places of residence. As with other forms of publicity, this is representing our church and must be created and dispersed with professionalism and respect. Handouts/leaflets must also go through the editorial review process.

VII. Ad Template and Suggestions

Ads need to catch someone's attention, deliver a message, be easily understood, have a clever hook, and then reel in the person. All in a very brief, one glance, moment. It is best to remember the "who, what, where, and when" of journalism.

- "What"- What is your event. Include a hook here that will grab them. Do not forget to include details such as cost or contribution.
- "Who" - Who is sponsoring this event?
- "Where"- Where is it going to be held?
- "When"- Date and time.

a. Editorial Tips:

- Ads are to be sent as emails.
- Do not send attached files, unless they ask for it. Just write your information in the **body of the email message** (or copy and past it from your word document).
- Digital photos are the only things that should be attached. Make sure it is a .jpg file.
- Some Associated Press style tips that newspapers use:
 - Times: a.m. and p.m. (not AM, PM). 7-9 p.m. is fine (no :00 needed unless it is 7:30 p.m.) or if from morning to afternoon (8 a.m. - 3:30 p.m.).
- Numbers: Write out the words for numbers one through nine; 10,14, 60, 100, etc. are numerals.
- All **punctuation goes inside** the quotation marks. "It will be a great event," she adds.
- Avoid use of !!! points.
- There is a book called AP Stylebook that's available at book stores.

b. News releases:

Include the date you are sending the release/ad at the top and the main contact person and as many numbers as you have. Put two names and all numbers is one is not always available.

Always include the general phone number, location, and website address at the bottom of your release/ad.