



Communications Department Publicity Submission Information

Step One:

The Communications Department is here to incorporate information about your event/program into PHPC communications channels. Before you submit information for publicity for your event/program, there are few items that must be addressed. Please obtain a Calendar Request Form from Betty Baldwin (bbaldwin@phpc.org or 214-368-6348, ext. 110). You can also find this form online at www.phpc.org/communications. This form will prompt you to address items such as:

- Getting your event on the official church calendar (for optimal results, try to get your event on the calendar 3-6 months in advance)
 - Child care
 - Fees/Cost
 - Catering
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Step Two:

Once you have completed and submitted a Calendar Request Form, you may submit your publicity information. We encourage you to submit your publicity information in the form of a short article.

Items to Think About When Writing Your Article:

- Basics (who, what, when, where, why, and how)
- Who is sponsoring/organizing the event (a great time to plug your group)
- Write it as if you are explaining your event/program to someone who has never been to PHPC
- Is there a deadline to sign up?
- Are reservations required, and if so who to contact? How to sign up?
- Contact person for questions
- Is child care available?

If you don't feel comfortable writing an article, you can simply provide us with the information for the items above, and we will compose the article for you.

Submitting Your Article

Please limit your article to 350 words. The sooner you submit your information, the better. A good rule of thumb is to submit at least 15 days before you would like your information to appear in PHPC communications. See the *Herald* production schedule at www.phpc.org/communications for specific deadlines. You can email your article to communications@phpc.org in an attached word document or in the body of the email.

Once You Submit Your Information

The Communications Department will create a publicity plan that may include promotion in the channels below. We will create this plan for your group. However, if you would like to indicate specific dates/issues/channels, please let us know. The Department will try to honor your requests based upon available time and space. However, the Department reserves the right to edit submitted publicity and determine appropriate channels for event promotion.

- *Herald* – Print newsletter mailed weekly to approximately 1,800 (members and visitors)
- Email News – Electronic newsletter emailed weekly (Fridays) to members and visitors
- Monitors – Updated weekly
- Sunday Bulletin Announcement
- Church Website – Calendar and special pages
- PHPC Facebook Page

Additional Helpful Information

Counter Reservations

If you would like to reserve a counter in the Atrium, please include this information in your publicity submission. Please note: ticket and product sales must be approved by the Finance Committee (contact Trey Angel at tangel@phpc.org or 214-368-6348, ext. 139).

Minute for Missions and Special Announcements

Minute for Missions and Special Announcements are made during worship services. These are scheduled through Diane Pennington, Executive Assistant to Pastor. You can reach her at dpennington@phpc.org or 214-368-6348, ext. 116. Minute for Mission/Special Announcement guidelines are available at www.phpc.org/communications.

Bulletin Inserts

Occasionally, one-page flyers/documents are distributed with the Sunday bulletin. Due to cost and staff time, these are done as seldom as possible. The Communications Department reserves the right to determine the need for an insert.

Other Services

The Department is also available to help with setting up online registration, paper registration forms, brochures, tickets, external promotion, and branding. Please let us know if you need assistance.

Questions?

We would be happy to sit down with someone from your group/council/committee to go over this information or help you with the process. Our contact information:

Kathryn Goldsmith - Director of Communications

KGoldsmith@phpc.org 214-368-6348 (ext. 170)

Candace Breiten - Administrative Assistant, Communications

CBreiten@phpc.org 214-368-6348 (ext. 146)

Department Email Address: communications@phpc.org