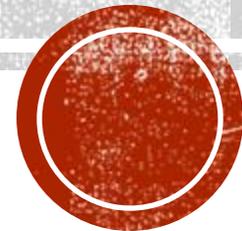


GET YOUR EVENT COVERED

PUBLICITY TIPS FOR LOCAL CHURCHES



COMMUNICATIONS
The United Methodist Church

IS IT NEWSWORTHY?

TIPS FOR GAUGING NEWSYNESS



- Look at info from the media and audience's viewpoint
- Tell how your story meets their needs / benefits them
- Uniqueness
- Broad appeal

NEWSWORTHY EVENT EXAMPLES



- New pastor welcome gathering
- Significant mile marker celebration
- Fundraiser for local community
- Festivals and special events



PROVIDE RELEVANT INFO & SUPPORTIVE RESOURCES

COVER THE 5 Ws



- Who?
- What?
- Where?
- When?
- Why?

HELPFUL TOOLS



- Impact stories
- Interviews
- Statistics
- Photos and videos



DEFINE YOUR AUDIENCE

INTERNAL



- Bulletin, app, and/or newsletter
- Website & social media
- Pulpit & auditorium screen announcements

PUBLIC



- Community bulletin boards & store window flyers
- Word-of-mouth
- Mailed invites/postcards
- Community Facebook groups & NextDoor.com

MEDIA



- Press release
- Pitch interviews/segments
- Community calendar listings



MORNING-OF EVENT PUBLICITY

Social Media



- Post reminders
- Post promo video
- Answer questions

Media Calls



- Contact TV news desks
- Inquire about coverage
- Resend press release
- Make list of media

Images and Video



- Make wish lists
- Note specific needs
- Get permissions



DURING EVENT PUBLICITY

Media



- Greet media
- Obtain business card
- Escort to key moments
- Deliver answers and tools
- Get details on coverage

Images and Video



- Host Dropbox file
- Convey new needs
- Be backup
- Secure urgent requests

Crisis Prevention

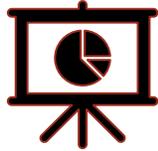


- Act if you see something
- Keep focus on your message
- Divert attention away from distractions
- Implement crisis communications plan if needed



POST-EVENT PUBLICITY

Church Presentations



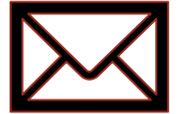
- Share recap video during service
- Post photos and video to social media
- Include update in newsletter

Media Outreach



- Service photo with caption
- Email local TV with Dropbox link with footage
- Monitor press hits

Thank You Notes



- Send handwritten or email to media who attended
- Handwritten sponsor notes
- Email to internal team and volunteers



PUBLICITY LEARNINGS

Post-event Reflection



- What worked?
- What didn't?
- What are ideas for the future?
- Who were most receptive?
- What outreach proved most successful?

Note Findings



- Keep record of learnings
- Start implementing ideas for the next event
- Have grace



PR CONTACT



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