



Preston Hollow
Presbyterian Church

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, you must get it on the church's calendar. To do this, please submit a Calendar Request Form to Katie Dollar (kdollar@phpc.org 214-368-6348, ext. 110). You can get a form from Katie or find it online at www.phpc.org/communications. Another helpful form is the Event Checklist. You can find it on the back of the Calendar Request form and online at www.phpc.org/communications.

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 150 words. See the *Herald* production schedule at the end of this document for 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 magazine mailed 5X a year to approximately 1,800 (members and visitors)
- Email News – Electronic newsletter emailed weekly (Thursdays) to members and visitors
- Monitors – Updated weekly
- Sunday Bulletin Announcement (*The PHPC Weekly*)
- Church Website – Calendar and special pages
- PHPC Social Media: Facebook, Twitter

Other Venues Scheduled Through the Communications Department

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, Special Announcements, Pulpit Announcements

Minute for Missions and Special Announcements are made during worship services by a volunteer. Pulpit announcements are made by a Pastor. The Communications Department, along with the Pastors, reserves the right to determine the need for these announcements and to place them on the schedule.

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:

Department Email Address: communications@phpc.org

Dana Moffatt, Director of Communications

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

Anthony Mitchell, Communications Assistant

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

Mary Haywood, Administrative Assistant, Communications and Music

Mhaywood@phpc.org 214-368-6348 (ext. 132)

Updated 2/2015
