

## **Congregation Beth Ami Publicity Guidelines**

For the best success, plans for publicity should begin as soon as you have selected a date and just ONE person should be designated as the point person for publicity. You can send out "Save the Date" information even before you have information solidified, but after that, the more complete and correct the information is the better. If you make lots of revisions to flyers and publicity, you may wind up with conflicting flyers and announcements in circulation

### **Communications Committee**

The Communications Committee can help you with publicity for CBA events; however, it is up to you to decide what publicity is appropriate for your event.

The Communications Committee members have a collection of skills and resources that can help organizers achieve the publicity desired for an event, and they maintain various outlets for disseminating publicity.

If you wish their help, you or the person you designate must contact the chair of the committee and give him/her the complete and correct information; do not assume they will add information that is not there. *[The office can give you the current contact information for the committee. Below is the contact information as of August 2014.]*

The organizer should check on the publicity that goes out and provide feedback to the Communications Committee.

### **Flyers**

You can develop your own flyer or ask the Communications Committee chairperson for help in designing one. Costs for printing flyers must come out of the budget for the event. You are responsible for distribution of flyers.

### **Outlets**

**CBA Calendar.** The office manager will put your event on the paper copy of the calendar in the office and on the online calendar as soon as you complete and submit the Cover Sheet for your event.

**Cybershul.** Every Wednesday, the Cybershul is emailed to those congregants who have email access. It also goes to non-members who have asked to receive it. The Cybershul is put together on Tuesday. To include something in it, send an email to the person in charge of the Cybershul with text that can be copied and pasted, either in the email or as an attachment. State what dates you want the announcement to appear. Since Cybershul space is limited, your announcement can include a link to a flyer with more detailed information; if you have a flyer attach it to your email.

**Shofar.** The Shofar is published every other month and is available electronically. For those CBA members who have requested it, a printed copy is mailed. It is also on the CBA website. If you want something to be included in the Shofar, the deadline for the next Shofar is on page 2 of the current Shofar and is usually two or three weeks before the publication date. You can compose your announcement and submit it directly to the Shofar editor or you can ask the Communications Committee for help with art or writing.

**CBA Website:** To place an announcement on the CBA Website, send the information to the Chair of the Communications Committee who will prepare the text and graphics and have it placed on the web. We are working on having blog pages that can be revised directly by other committee chairs and organizers.

**JCC:** The CBA office manager can post entries on JCC's online calendar. The JCC will publicize only community-wide events. They have room for only a few lines in their email newsletter so it's good to include a link to a pdf flyer or to the CBA website for more information. They won't upload a pdf for you. Ask the Communications Committee for help with this or copy the Communications chair when you contact the JCC.

**Traditional Media** (newspapers, press releases, radio interviews, etc.). One member of the Communications Committee has the responsibility of sending press releases and posting in the event calendars of traditional media, such as The Press Democrat, the J, or The Gazette. Please go through this person [See list of names below.] for any outside media in order to maintain our professional relationship with these papers. Posting on calendars of traditional media is free, but deadlines need to be met, e.g., the Gazette is a monthly, with deadline middle of prior month, therefore, the information needs to be sent one or two months before the event. There is a fee for most ads placed in newspapers. If you wish this done, you will need to pay for it.

### ***Communications Committee Contact Information***

Committee Chair: Leanne Schy, [lschy@sonic.net](mailto:lschy@sonic.net)

Cybershul: Leanne Schy, [lschy@sonic.net](mailto:lschy@sonic.net)

Shofar: Tara Winkler, [newsletter@bethamisr.org](mailto:newsletter@bethamisr.org)

Website: Leanne Schy, [lschy@sonic.net](mailto:lschy@sonic.net)

Traditional Media: Tish Levee, [ivrit@sonic.net](mailto:ivrit@sonic.net)

CBA Office Manager: Elizabeth Jarlsberg, [office@bethamisr.org](mailto:office@bethamisr.org) (707) 360-3000