

COMMUNICATIONS TASK GROUP

WHO WE ARE



The Communications Task Group is a subcommittee of the Outreach Team. Carol Schott is the Outreach Leader, while the Communications Team is made up of Lynn Shimko and Kathy Schirra.

Both Lynn and Kathy are new to this committee, and hope to fill the shoes of past committee chair Sara Shelton. Sara was diligent and thorough in providing information and sample materials to the new team members.

Lynn and Kathy are co-chairing this committee. Kathy will lead the "internal" communications efforts, while Lynn will handle the "external" communications.

Internal communications consist of coordinating submissions to Faith Notes, the FUMC website, and the Sunday Bulletin, including inserts. Also under the heading of internal communication are Minister announcements during

services, fliers posted around the church and the sign on the corner of 7th and Hillcrest Streets.

External communications encompass print publicity, Television/Cable and Radio and paid advertising. Other publicity opportunities include the sign at Ohio Legacy Bank (space permitting), Doc's Signs (corner of 7th and Main), and mass emailing to the United Methodist Tuscarawas district

Publicity is Key

Special points of interest:

- Consider target audience
- How about more than one method of communication?
- Don't wait till the last minute
- Remember the power of the press!

The focus of the Communications Task Group of Faith United Methodist Church is to assist the various committees and groups of the church to publicize their events and activities. Timely and widespread publicity of your event may improve attendance, participation, interest, and results.

Once you have your event date selected, think about how far out in advance you would like it publicized and by what means. While tried and

true methods may be easy, would you get better results by branching out?

Does your audience need multiple reminders? A single mom with three kids may need plenty of advance notice to attend a retreat.

Think about who your target audience is: members of the church, members of the community, or both? Consider communication by more than one method. Sunday Preacher announcements alone

would not reach someone who was out of town over the weekend. A combination of Faith notes, FUMC website, and signage can pack a triple punch.... and increase the chances of having better attendance at your event.

Don't discount the power of the press. While "advertising" may cost money, a public service announcement is generally free.



Contact Information – Internal

Once you have determined what kind of communications or publicity you want for your event, you can set it into motion.

Make sure your requests or submissions include the WHO, WHAT, WHEN, WHERE and WHY, along with contact information.

Note: Your group is certainly free to handle all of its own publicity!

If you desire assistance on Internal Communications, please contact **Kathy Schirra** at schirrk@Nationwide.com

Following are the Internal Communication methods with the contact information and deadlines.



Faith Notes – by 15th of the month
- email Susan Arnold at sarnold@faithumchurch.org

Faith UMC Website – email Susan Arnold at sarnold@faithumchurch.org

Sunday Bulletins – by Wednesday before – email Sharyl Syler at: ssyler@faithumchurch.org

Bulletin Inserts – two week advance notice to Sharyl Syler at: ssyler@faithumchurch.org

Minister Announcements on Sunday – by Wednesday before – email Sharyl Syler at: ssyler@faithumchurch.org

Church Sign – lead time varies – email Patti Deems at: pdeems@faithumchurch.org

Contact Information – External

Consider a “Free Ticket Giveaway” to your event that listeners can win in a radio station contest. This is free publicity and may spark interest and attendance!

So, you have decided to go beyond the confines of the church to publicize your event. Great! Activities such as the Blood Drive and the Taste of Faith food tasting party certainly warrant this.

Feel free to contact **Lynn Shimko** at lynnshimko@neorr.com for assistance and suggestions for publicity.

Lynn has information for many publications, including:

Canton Repository – Faith News section appears on Saturday; deadline is 5pm Wednesday for Saturday edition

North Canton Our Town – deadline is 10th of the month

Senior Forum – deadline is 15th of month

Contact Lynn for even more “print potential” as well as TV, Cable, and Radio contacts which include:

PBS45&49, NCCS Channel 11, WHBC, WNPQ, The Fish, WKSU, WZKL, or WQKT.

We wish you every success as you plan, publicize and host your events!