

Need something in print? Got a great event to publicize?

Here's what you need to know!

First:

1. Be sure that your event is known to a ministry staff member.
2. If your event is not yet on the calendar, call the church office to put it there.
3. For **any** event that will take place at church, fill out a room set-up form at least two weeks in advance.
These forms must be signed by the facility use coordinator and an office staff member.

Then:

Consider the following ways events can be publicized. **Please talk to the communications coordinator** to confirm which ones are right for you!

Announcement calendar

This weekly list of events appears on the front of the Sunday announcement folder. It includes, with no further announcement text, regularly scheduled events. Other Salem events are listed with an accompanying text announcement in the folder. Non-Salem events are not listed here.

Announcement in folder

The deadline for inclusion in each Sunday's folder is **8:00 a.m. Thursday morning**. Yellow request forms are available on the communications coordinator's desk and may be left in the basket there. You may also submit information from the bottom of the "Latest News" page on Salem's website, www.salem-baptist.org. All announcements must include one (and only one) contact name and phone number for the announcement. Make sure to include the date, time, location, event description, and who's invited. Please also leave a daytime phone (if it differs from the announcement phone) in case the communications coordinator has any questions about your announcement. All announcements are subject to editing for clarity and length. Generally, announcements appear the two weeks prior to the event or event sign-up deadline. Please note: every effort will be made to print requested announcements about Salem events. Personal announcements do not appear in the announcement folder.

Announcement insert

Inserts are used when information is too involved for an announcement in the folder, or when a sign-up tear-off sheet is required. Usually inserts are reserved for events involving a major portion of Salem attendees. Please see the guidelines below if you plan to design your own insert.

Brochures

Each major Salem ministry has a church-produced brochure. Occasionally a special event is big enough to require a brochure. All brochures must be approved by the church office.

Posters

All items must be approved by the communications coordinator or a ministry staff member. Once your flyer/poster has been approved, it may be posted using masking tape. **Do not use duct tape**, ever. Designated areas are the wall next to the upper level name tag board, the stairwells, and the block wall in the lower lobby. Please do not post items on mirrors, inside bathroom stalls, on main entry doors/glass, or on the outside of the sanctuary wall.

Flyers, posters, or bulletin board postings that have not been approved may be removed.

Please remove all postings immediately following your event.

Sunday morning announcements

Major events may be announced during the worship services Sunday mornings. Please talk to the senior pastor (or both worship leaders in the absence of a senior pastor) if you would like your event announced.

Salem website

Most announcements from the Sunday folder are also posted on the website as a pdf (readable with Adobe Acrobat Reader) file. Inserts and brochures can also be made available on-line as a pdf file.

Mailings

All the previous techniques are extremely inexpensive. Mailings are expensive, so please contact your ministry deacon or a staff member before planning a mailing.

Want to do your own thing?

Office support

If you'd like to design your own materials, that's great. Salem's print items use two fonts: Arial Black and Garamond. Both of these are standard in Word. The communications coordinator will work with you to edit your piece. Currently, we can work with Word, Publisher, or Quark documents or PowerPoint slides.

With sufficient notice, the communications coordinator can produce inserts or brochures for you if you provide all the necessary content. You will need to proofread and ok your item before it is published. The time frame will vary depending on other projects. Plan for a **minimum** of one week for inserts, two for brochures.

Plan to make your own posters. The office does not stock poster-making supplies.

Please remember that all **print documents and posters must be reviewed** by a ministry staff member or by the communications coordinator.

Technological stuff

Among Salem's office equipment are a letter-sized scanner, a color/b&w copier which can handle pages up to 11 X 17 inches. The copier can collate and staple small booklets. If you're not sure if something can be done, please check with the office before you put a lot of time into your project.

Questions?

Please call Amy Fisher, Communications Coordinator, 651-633-7515 Ext. 3203 or e-mail amy@salem-baptist.org.

