



COMMUNICATIONS REQUEST

Communication Use
Date Rec'd _____
Tracking # _____

The goal of the Trietsch Communications Team (CT) is to effectively promote individual ministries within the scope of the big church picture. In order to accomplish this, please note the following:

- All communications requests must be approved by the ministry's staff supervisor, and the supervisor **MUST** sign the back of this form.
- All promotional materials **MUST** be coordinated through the Communications Department.
- Be aware of deadlines on the back of this page, and submit your information before the earliest one.
- Please do not hang or distribute unapproved posters or flyers - ALL materials must be approved by CT.
- Every piece should cover the most important question our audience asks: "What's in it for me?" Then follow up with the necessary basics of: Who, What, When, Where, How and Why (call to action).
- For large scale events it is a good idea to have a Lay Communications Coordinator to be a liaison for all event communications needs

What

- Event Name _____

Who

- Sponsoring Ministry _____
- Ministry Supervisor (signature required on back of form) _____
- Contact Name (to be published) _____
- Contact Phone (to be published) _____
- Contact E-mail (to be published) _____

When

- Date(s) _____ to _____
- Time _____ am/pm to _____ am/pm

Where *(Note: A Room Request form must be submitted to Roma Maslak)*

- On-site location (if many rooms, list where people should meet) _____
- Off-site location _____

How

- Do people need to register? _____
- If yes, how and where? _____
- What is the fee? _____
- Is childcare available? _____ *(Note: a request must be submitted to Jeanette Goodnight)*

Why

- Is this a fund-raiser? _____ *(if yes, the Fundraising Form with approval from Lyle Benson must be attached)*
- If yes, what is money to be used for? _____

Additional Information *(Either write information below, or email to Tammy Hise at tammyh@tmumc.org.*

If you choose to email it, you must also fill out the form for tracking purposes and list the date emailed below.)

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Publicity Information (to help us determine how best to publicize your event)

- How many people do you expect? _____
- What publicity have you done in the past? _____
- Did it work? _____
- Do you have a logo, photos or art? Please attach or indicate where it is _____
- Is there anyone we can contact for an interview? _____

Possible Publicity Avenues

- *Please check those you think would be most effective*
- *The Communications Team will determine the final avenues of publicity*
- *Some will require we obtain additional approval (Marked with * below)*
- *NOTE THAT NONE CAN BE GUARANTEED*

DEADLINE: 1st OF MONTH PRIOR TO PUBLICATION MONTH: (Example: July In Touch deadline would be June 1)

- In Touch Newsletter (December and January issues have earlier deadlines because of holidays)
- Video Screen Slide Loop
- Website Updates (Simple changes *may* be made in 2 weeks)
- Community Publicity (A press release will be sent to area publications; inclusion is at *their* discretion)
- Paid Advertisements in Community* (MUST BE PRE-APPROVED BY MINISTRY SUPERVISOR)

DEADLINE: MONDAY, 5 P.M., 2 WEEKS PRIOR TO PUBLICITY

- Bulletin
- eNews
- Wall flyer for Lucite holders
- Large Hall Posters
- Outdoor Banner
- TEC Distribution* (additional approval will be required)
- Adult Sunday School Folders* (additional approval will be required)
- Connection Center Table (limited space available) Connection Center Table Poster
Dates requested (limit 3 weeks in most cases) _____
- Other _____

DEADLINE: Connect Magazine - tri-annual ministry publication - there is overlap of coverage

- Connect Magazine - Winter/Spring (covers Jan-May) - Deadline November 1
- Connect Magazine - Summer (covers May-Aug) - Deadline March 1
- Connect Magazine - Fall/Winter (covers Aug-Dec) - Deadline June 1

Ministry Staff Supervisor Signature _____

YOU WILL BE NOTIFIED IF YOUR REQUEST WAS NOT APPROVED

*For more information, contact Tammy Hise, Director of Communications, at 972-539-8547, ext. 206, or tammyh@tmumc.org
Or Randeep Paraskevopoulos, Communications Coordinator, at 972-539-8547, ext. 257, or randeep@tmumc.org*