

## St. Paul's Episcopal Church † Publicity Manual

Do you have an event you want to publicize? This manual lists the most frequently used outlets for in-house and public notices of events at St. Paul's.

Emily Mitchell is the point person for publicity. The easiest way to get the word out is to send your information to Emily, including all pertinent dates, times, contact people, and deadlines. **emilyjmitchell@hotmail.com or 781-275-6449**

If you'd like to handle the publicity yourself, read on.

<b>Typical calendar of events at St. Paul's</b>		
<b>MONTH (APPROX.)</b>	<b>EVENT</b>	<b>IN-HOUSE OR PUBLIC?</b>
<b>JANUARY</b>	women's group brunch	in-house
	annual meeting	in-house
<b>FEBRUARY</b>	Ash Wednesday and Lenten services	public
	Pancake supper	in-house
	Lenten forums	in-house or public
<b>MARCH</b>	spring cleanup day	in-house
<b>APRIL</b>	Easter services	public
	St. Paul's Tonight! (biannual)	public
	spring plant sale (Fundraising)	in-house
<b>MAY</b>	Youth Sunday	public
	spring/summer cleanup day	in-house
<b>JUNE</b>	Thrift Sale	public
	Jubilee Walk	public
	summer service schedule	public
<b>JULY</b>		
<b>AUGUST</b>	Harris Camp	in-house
<b>SEPTEMBER</b>	regular service schedule	public
	Bedford Day	in-house
	fall cleanup day	in-house
	fall bulb sale (Fundraising)	in-house
<b>OCTOBER</b>	Blessing of the Animals	public
	Halloween party	in-house
<b>NOVEMBER</b>	ecumenical Thanksgiving service	in-house
	Time & Talent Fair (biannual)	in-house
<b>DECEMBER</b>	Advent Fair & Silent Auction	public
	Advent forums	in-house or public
	Christmas pageant	in-house
	Christmas caroling	in-house
	Christmas services	public

## **How to publicize your event at St. Paul's: In-house options**

### **BULLETIN**

Send the parish administrator the information you'd like to appear in the Sunday bulletin no later than 9:00am the previous Thursday. Be sure to let her know if the notice should run for multiple weeks.

info@stpaulsbedford.org or 781-275-8262

### **ANNOUNCEMENT BOARD**

Write a notice on the announcement board in the narthex on Sunday morning. It's best to arrive early (by 9:30am) so most people will see the notice.

### **PARISH BULLETIN BOARD**

Post a flyer or sign-up sheet, if applicable, on the large bulletin board just outside the parish hall. Try to allow at least two Sundays for posting.

### **WEBSITE**

Send Emily Mitchell or Suzanne Johnson the information you'd like posted on the website, including the site page (home page, Christian Ed, events, etc.) and any timeframe (post for a day, a week, a month, etc.). Event dates will be added to the website calendar as well. If you have an event or series of events you'd like on the calendar only, you may send them to the parish administrator instead.

emilyjmitchell@hotmail.com or 781-275-6449

suzannejohns@gmail.com or 781-276-4986

info@stpaulsbedford.org or 781-275-8262

### **EPISTLE**

The Epistle is published monthly on or near the first of the month, with the exception of a single issue for June, July, and August. Entries are due on the 20<sup>th</sup> of each month for inclusion in the following month's Epistle. Send your information to the parish administrator on time, including any clip art or other images to accompany the notice. You don't need to design or style the notice yourself, though if you have particular requests (full page, insert, placement, etc.), please pass them along.

info@stpaulsbedford.org or 781-275-8262

### **MASS EMAIL**

Send a notice to the senior warden, who will distribute it to the congregation. Be sure to include a timeframe (when and how often the message should be sent).

vestry@stpaulsbedford.org

### **SEPARATE MAILING**

Separate mailings can be effective publicity tools, but they are expensive and should therefore be used sparingly. Contact the rector and the parish administrator with your request for a mailing and the content to be included. The parish administrator will print the letter (on letterhead, if applicable) and send it to the parish.

Note: St. Paul's has two mailing lists. One is our regular parish list; the other is the larger mailing list for the Epistle, which includes former members, out-of-town friends, and other clergy.

Separate mailings will be sent to the regular parish list unless otherwise requested.

info@stpaulsbedford.org or 781-275-8262

ffornaro@aol.com or 781-275-7717

## How to publicize your event at St. Paul's: Public options

### FLYERS

Full- and half-page flyers can be emailed or dropped off to the parish administrator for copying, then left on the tables in the narthex for distribution to the parish. Ideas for places to post include libraries, grocery stores, local businesses, car windows. Emily Mitchell can help you design flyers if needed.

info@stpaulsbedford.org or 781-275-8262  
emilyjmitchell@hotmail.com or 781-275-6449

### WEBSITE

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emilyjmitchell@hotmail.com or 781-275-6449  
suzannejohns@gmail.com or 781-276-4986  
info@stpaulsbedford.org or 781-275-8262

### ***BEDFORD MINUTEMAN***

Press releases and calendar notices are due by 5:00PM on Monday for the following Thursday's edition. Photos are always appreciated: make sure they are at least 300dpi at 100%. Please note that a calendar submission to the *Minuteman* is also added to the calendar sections of all the local town papers. Calendar submissions for multiple weeks should be sent separately (i.e., one submission for each week of desired publication). Submission and publication is free. It is often wise to call after submission to confirm publication of an article (but not a calendar listing).

bedford@cnc.com  
bedford.events@cnc.com  
150 Baker Avenue Ext, Suite 101, PO Box 9191  
Concord, MA 01742  
781-275-7204 (ph)  
978-371-5214 (fx)

Note: Ads for special services (Christmas, Easter, etc.) follow separate protocols. Call or email the paper for specifics.

### BCAT

Bedford Community Access Television is the local cable channel (channels 8 and 9 in most Bedford homes). The station broadcasts taped events as well as the Community Bulletin Board, a rolling feed of notices throughout the day. CBB requires a one-time application, which St. Paul's has already submitted. Submissions to CBB can take up to a week to post; notices should be submitted 3–4 weeks in advance of the event.

cbb@bedford.tv

### SANDWICH BOARDS

St. Paul's owns three large sandwich boards, used to publicize major events such as the Advent Fair, Thrift Sale, and St. Paul's Tonight! revue. You must get approval from the Town of Bedford to display sandwich boards; see Joanna Nickerson or the Town website for forms. Signs for the boards should be at least 2'x3'; waterproofing (i.e., contact paper or laminate) is advisable. Ron

Presti takes care of the sandwich boards: once you have your signs ready, give them to Ron, who'll place them on the boards and drop the boards off in the appropriate locations.

ronpresti@comcast.net or 781-271-9808  
joannan@town.bedford.ma.us or 781-275-1111  
www.town.bedford.ma.us

### ***THE COMMUNITY NEWS FLASH***

This is a bimonthly paper supporting local businesses. The deadline for submissions is the 15<sup>th</sup> of the month prior to publication; issue dates are Jan/Feb, Mar/Apr, May/June, Jul/Aug, Sept/Oct, and Nov/Dec. Publication is free. Laurie Walsh, publisher.

bedfordcommunitynews@yahoo.com or 781-275-0584

### ***GLOBE NORTHWEST***

Submit calendar items and press releases three weeks in advance (10 days in advance at the least) of the publication date (Thursday or Sunday). Listings must include name of event, address, telephone number with area code for publication, date, time, admission or fee (specify if free), sponsoring group (if nonprofit, include state incorporation number), and brief description of event. Indicate if event is wheelchair accessible, and if it's a benefit, where the proceeds will go.

globenorthwest@globe.com  
PO Box 2378, Boston Globe  
135 Morrissey Blvd.  
Boston, MA 02107-2378  
781-860-5558 (ph)  
781-860-5554 (fx)

Listings can also be filed online.  
www.boston.com/globe/calendar  
www.boston.com/cgi-bin/globe\_events.cgi

### ***ACTION UNLIMITED***

This is a free weekly paper delivered by mail. Submissions are due by 5:00PM on the Wednesday prior to the Saturday publication date.

articles@actionunlimited.com or 978-371-2442

### ***LEXINGTON MINUTEMAN, THE BEACON (ACTON), BILLERICA MINUTEMAN CONCORD JOURNAL (Concord/Carlisle)***

Press releases and calendar notices are due by 5:00PM on Monday for the following Thursday's edition. Photos are always appreciated: make sure they are at least 300dpi at 100%. Please note that a calendar submission to one of these papers (including the *Bedford Minuteman*) is also added to the calendar sections of all the local town papers. Submission and publication is free.

lexington@cnc.com  
beacon@cnc.com  
billerica@cnc.com  
concord@cnc.com

### ***LOWELL SUN***

Contact the *Sun* for current deadlines and specifications. Main number: 978-458-7100.

Suzanne Dion, Lifestyle Editor  
sdion@lowellsun.com  
978-970-4632  
Kathleen Pierce, Asst. Lifestyle Editor  
Kpierce@lowellsun.com  
978-970-4819

**DIOCESE SITE/NEWSLETTER**

Submit items by the 8<sup>th</sup> of each month to the Parish Circuit section of the Diocesan website; these items are often selected for inclusion in *Episcopal E-news*, which is sent around the 15<sup>th</sup> of the month. *The Episcopal Times* features articles on mission and ministry and is generally not an appropriate venue for advertising events. Tracy Sukraw is the associate director of communications and current editor of *The Episcopal Times*.

dfoster@diomass.org (for Parish Circuit postings)

enews@diomass.org (for direct submissions to *Episcopal E-news*)

TJS@diomass.org or 617-482-4826 x493 (for general questions)

**EDS**

The Episcopal Divinity School posts notices on their bulletin boards of upcoming events at local churches. Give your flyers and other material to the rector or send it to EDS directly.

ffornaro@aol.com or 781-275-7717

www.eds.edu or 617-868-3450

## **BEDFORD CHURCHES AND COMMUNITY GROUPS**

A list of other churches and community groups in Bedford is included below. It's also available as an Excel spreadsheet on the parish administrator's computer, for mail merges.

Bedford Choral Society  
c/o First Church Congregational  
25 Great Rd  
Bedford MA 01730

Middlesex Community College  
Carmen Rodriguez-Peralta  
Coordinator of Music  
North Academic Room 216  
Bedford MA 01730

Bedford High School  
9 Mudge Way  
Bedford MA 01730

First Parish Unitarian Universal  
75 Great Rd  
Bedford MA 01730

First Church Congregational  
25 Great Rd  
Bedford MA 01730

St. Michael's Parish  
90 Concord Rd  
Bedford MA 01730

Lutheran Church of the Savior  
426 Davis Rd  
Bedford MA 01730

First Baptist Church  
155 Concord Rd  
Bedford MA 01730

Bedford Center for the Arts  
PO Box 404  
Bedford MA 01730

Bedford Cultural Council  
Town Hall, Mudge Way  
Bedford MA 01730

## DEANERY CHURCHES

A list of churches in the Alewife deanery and other interested churches is included below. It's also available as an Excel spreadsheet on the parish administrator's computer, for mail merges.

Good Shepherd Episcopal  
164 Newtown Rd  
Acton MA 01720

St. Peter's Episcopal  
PO Box 390390  
Cambridge MA 02139

Our Savior Episcopal  
21 Marathon St  
Arlington MA 02474

Trinity Episcopal Church  
81 Elm St  
Concord MA 01724

St. John's Episcopal  
74 Pleasant St  
Arlington MA 02474

Trinity Church  
Rev. Marcus Crapsey, Rector  
PO Box 726  
Haverhill MA 01831  
trntyhav@rcn.com,  
www.trntyhav@org

All Saints Episcopal  
17 Clark St  
Belmont MA 02478

Our Redeemer Episcopal  
6 Meriam St  
Lexington MA 02473

St. Andrew's Episcopal  
25 Marlboro St  
Belmont MA 02478

St. Anne-in-the-Fields  
Rev. Cathy George, Rector  
147 Concord Rd/PO Box 6  
Lincoln MA 01773

St. Mark's Episcopal  
10 St. Mark's Rd  
Burlington MA 01803

St. John's Episcopal  
Harvard Divinity School  
99 Brattle Street  
Cambridge MA 02138

Charles St AME Church  
Rev. Gregory Groover, Pastor  
551 Warren St  
Roxbury MA 02121

First Church Cambridge  
11 Garden Street  
Cambridge MA 02138

Christ Church Episcopal  
66 Fellsway W  
Somerville MA 02145

Christ Church Episcopal  
Zero Garden St  
Cambridge MA 02138

St. James' Episcopal  
7 Clarendon  
Somerville MA 02144

Harvard University Chaplaincy  
2 Garden St  
Cambridge MA 02138

Christ Church Episcopal  
750 Main St  
Waltham MA 02451

St. James' Episcopal  
1991 Massachusetts Ave  
Cambridge MA 02140

Good Shepherd Episcopal  
9 Russell Ave  
Watertown MA 02472

MIT Chaplaincy  
MIT W11, 77 Massachusetts Ave  
Cambridge MA 02139

**SAMPLE PRESS RELEASE**

St. Paul's Episcopal Church  
100 Pine Hill Road  
Bedford, MA 01730  
781-275-8262  
[www.stpaulsbedford.org](http://www.stpaulsbedford.org)  
[info@stpaulsbedford.org](mailto:info@stpaulsbedford.org)  
The Reverend Francis Fornaro, Rector

*For questions or additional information, please contact Emily Mitchell at  
[emilyjmitchell@hotmail.com](mailto:emilyjmitchell@hotmail.com) or 781-275-6449.*

**PRESS RELEASE**  
**For the April 12 edition of *The Bedford Minuteman*:**

Tickets are now available for *St. Paul's TONIGHT! 2007*, a musical revue for all ages presented by St. Paul's Episcopal Church. The show will be performed Saturday, April 28<sup>th</sup>, at 7:30pm and Sunday, April 29<sup>th</sup>, at 2:00pm, at the John Glenn Middle School auditorium. Tickets are \$10 per adult, \$8 per senior (65 & over) and child (12 & under).

*St. Paul's TONIGHT! 2007* is your only chance to see Bedford residents Ken Larson, Doug Sharpe, Andre Barber, Paul Ciaccia, and the Rev. Frank Fornaro in old-fashioned leather football helmets—and your only chance to see Bedford's Ellen Ryan all dolled up as Dolly Levi. Come out and support your friends!

To reserve tickets in advance, call the church at 781-275-8262 or contact Betsey Anderson. For more information, visit [www.stpaulsbedford.org](http://www.stpaulsbedford.org).

Caption for photo: Aisling Keane rehearses her steps with director Chuck Frates for the April 28 and 29 performances of *St. Paul's TONIGHT! 2007*.