



## **Effectively Marketing and Publicizing News and Events**

**Depending upon the size of the event, the magnitude of the news, and general mass appeal of the information being marketed and publicized, choose among the following options to use. Include all relevant information, including the event, the date, the location, the cost (if any), all relevant details, and the contact person. Most marketing and publicity should begin about six to eight weeks in advance. If your event occurs around a holiday, be sure to build in extra lead time.**

1. Submit information for press release to be sent to local newspapers to Margaret Myron (myronsigg@juno.com). Include photo if possible. Newspapers will print the information at their discretion, depending upon space.
2. Send information to BPTV using official form available at BPTV station located on the bottom floor of the Bethel Park Municipal Building. (Fax 412.831.8675) Comcast and Verizon have similar formats for a wider reach.
3. Submit bulletin announcement in writing to Rosemary at the Rectory by noon Mondays.
4. Send press release to local churches asking for the information to be placed in their bulletin.
5. Submit request in writing to Rectory, care of Fr. Al, for placement on the marquee. Additional possibilities for marquee placement include Red Cap Cleaners and Brookside Lumber.

6. Request permission from Mrs. Watt to include flyer in weekly school brown envelope. Submit necessary number of copies (85 for school and 65 for preschool) by Wednesday afternoon to Mrs. Watt or obtain permission to submit original for copying at school.
7. Request permission from Ms. Danieli to include flyer in envelope sent home with CCD students. If approved, make necessary number of copies (850) and provide to her on date requested.
8. Create flyers and post in local stores, businesses, and around parish.
9. To have information put on the St. Valentine Website ([www.stvals.org](http://www.stvals.org)), please email the information to Patrick Connell at [tech@stvalschool.org](mailto:tech@stvalschool.org) or call him at 412-343-0300.
10. St. Valentine maintains email lists for School Families, Preschool Families and for Parish members. To send something to the email lists, please email the information to Patrick Connell at [tech@stvalschool.org](mailto:tech@stvalschool.org) or call him at 412-343-0300.
11. Submit announcements in writing to be read prior to Saturday evening and Sunday Masses to the Rectory by Friday.
12. Yard signs are available for certain events. If so, be sure to track where they are placed, so they can be retrieved afterward and used again.
13. A banner is available for certain events. If so, attach it to the front of the building where hooks are in place. Following the event, take down the event banner and replace it with the banner for open registration.
14. An answering machine is in place to use for providing more information for events. To make use of the answering machine, contact Mary Myron at the Rectory.

Example of information needed for press release:

# Press Release

St. Valentine School  
*Principal Mrs. Anna Watt*  
2710 Ohio Street  
Bethel Park, PA 15102  
(412) 835-4415  
[www.stvals.org](http://www.stvals.org)

For immediate release,  
October 25, 2008

For more information, please contact:  
Carol Erzen @ 412.368-1679

## **St. Valentine School Remembers Caller At Annual Night at the Races Event**

St. Valentine School is hosting its annual Night at the Races/Monte Carlo Night in memory of Kevin O'Brien on November 22, 2008 in Frawley Hall below St. Valentine Church. O'Brien, parishioner and alumni parent, had been the "caller extraordinaire" for the event for the past 15 years and had played a huge part in its success.

"We mourn the passing of Kevin this past June," says event chairperson Carol Erzen. "It is with great pleasure that we dedicate this Night at the Races event to Kevin O'Brien in his memory and in his honor."

Doors for the event open at 6:00 P.M., followed by dinner with post time at 7:30 P.M. Beer and set-ups will be provided. B.Y.O.B. Cost is \$15.00 per ticket when purchased in advance and \$20 the night of the event. For ticket information call Claire @ 412-835-2464 ([echulefeld@msn.com](mailto:echulefeld@msn.com)).

In addition to betting on the races, there will be a 50/50 raffle throughout the evening, Chinese auction, instant games, and gaming tables.