

# PUBLICITY COMMITTEE

## **Purpose of the Committee:**

To create interest in and provide basic information concerning The Master's Storyteller in the church and community. Much of the publicity should be designed to be read at a glance. All publicity should tell who, what, when, and where.

## **Work of the Committee:**

### **Three months**

Begin meeting with committee. Assign tasks.

Ask, "How can we let people know about the event and get them excited about it?" Some ideas for advertising The Master's Storyteller are listed: newspaper, radio, newsletters, letters from pastor, bulletin inserts, outside banner, announcements from pulpit, posters, handbills, word of mouth, Sunday school, etc.

Encourage the church choir to begin singing some of Wesley's choral anthems (listed on music director's sheet). This will help familiarize the congregation with Wesley's music. Sample audio of the anthems can be heard at [www.wesleyputnam.org](http://www.wesleyputnam.org)

**Eight weeks ahead of the event, notify Wesley Putnam Ministries of dates and time. After we get this information we will mail you a preparation sample packet and email you promotion files.**

(Samples of the printed material have been sent to the General Chairperson.)

If you have a radio station that plays Christian music, you can provide them with a radio spot which can be downloaded from [www.wesleyputnam.org/downloads](http://www.wesleyputnam.org/downloads). At the end of the promotional spot you can add your church location, event time, date, etc. Ask the station about any Public Service Announcements. If this is available, you will not have to pay for this advertising.

Also, we have a special web site for radio stations to download singles to play on air. Access information to this site will be given to any radio station that requests it. They may call our toll-free number 1-800-530-4949 or email us at [admin@wesleyputnam.org](mailto:admin@wesleyputnam.org).

Posters should be placed in the church and businesses around town. Wesley Putnam Ministries will print date/time/location information on posters.

Wesley Putnam Ministries will print dates and your Master's Storyteller schedule on the bulletin inserts.

The *Go Fish* card will actively involve each member in praying for and inviting people from their circle of influence to The Master's Storyteller event. We will send a PDF of these four-color cards that you can print and distribute to each person, children included, during the morning worship service two weeks before your event. This is a great evangelistic tool.

An eye-catching, four-color, 10'x4' banner will be shipped to your church a few weeks before your meeting.

## The Master's Storyteller Preparation

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### Two months

Review progress on tasks.

Check with General Chairperson and/or other committee chairs about The Master's Storyteller schedule to be printed on the bulletin inserts. Include times of your Sunday morning and nightly services, BibleQuest sessions, other scheduled events (such as breakfast or lunch meetings, potluck meals or fellowship times, etc.) Send the schedule to Wesley Putnam Ministries so that it can be printed on the bulletin inserts.

### Six weeks

Send out the following items: news-release, church newsletter, a letter from pastor.

### One month

Begin making announcements in each Sunday school class and in worship services.

Schedule a time in your Sunday morning service to distribute the *Go Fish* cards.

Have a person designated to announce The Master's Storyteller in each Sunday school class weekly.

Print weekly newsletter articles.

Send second letter from the pastor telling church what is coming.

Distribute materials:

- Put poster in prominent spots in your church and in local businesses around town
- Send another news-release for the paper (if needed)
- Deliver radio spots - download from [www.wesleyputnam.org/downloads](http://www.wesleyputnam.org/downloads)

### Two weeks

Place The Master's Storyteller banner in front of your church, facing a high traffic area. It is best to mount it with a rope between two posts. Please **do not discard the tube**. Save it to repack the banner after the event, and return to Wesley before he leaves.

Put bulletin inserts with The Master's Storyteller schedule in church bulletin.

Distribute *Go Fish* cards during morning worship service.

Set up an interview time with local radio or television.

### One week

Send final letter from pastor.

### During event

Pray for revival.

### After event

Take down the banner, roll it up tightly with the letter side out, put it back in the shipping box. Return both of these items to Wesley before he leaves.

Participate in the evaluation process.

File publicity materials for future reference.

Express appreciation to all volunteers.