

## Advertising for MUMC

Anyone wishing to advertise an upcoming event or program, will complete an Event/Program Advertising Request Form and give it to Lori Vish-Stearns in the church office.

**Articles:** Lori or Linda Kilgore will use the completed form to create an article/announcement for the event (it will be given to the requestor for review), **or** the person submitting the request can create his/her own article and attach it to the form.

**Flyers:** If you would like to distribute flyers, 30 (thirty) copies should be attached to the form as well. You can use the office copier and paper supply, but please notify Lori to avoid conflicts.

### REQUESTS FOR ADVERTISING MUST BE SUBMITTED AT LEAST ONE (1) MONTH PRIOR TO THE EVENT DATE.

The following guidelines will be used to determine the type of advertising for each event/program:

- **Internal news** (new pastor, change in worship time, etc.) will be sent to:
  - Butler Eagle for Religious Roundup section
  - Cranberry Eagle
  - Area churches for posting in their bulletins/verbal announcements
  
- **External news** (outreach activities, minor fundraisers, etc.) will be sent to:
  - Butler Eagle for Potpourri section
  - Cranberry Eagle
  - Area churches for posting in their bulletins/verbal announcements
  - Local cable TV channel (Channel 10?)
  
- **Major Fundraisers** (Pies/Posies/Peddlers Market, Pancake Breakfast, etc.) will be sent to:
  - All area newspapers, including the Pittsburgh Post Gazette's Sunday North section
  - All area radio stations
  - Area churches for posting in their bulletins/verbal announcements
  - Local cable TV channel (Channel 10?)
  
- **Special Promotions** (Angel Food Ministries, etc.) will be sent to:
  - All area newspapers, including to Pittsburgh Post Gazette's Sunday North section and the Butler Eagle's Focus Section
  - All area radio stations
  - Area churches for posting in their bulletins/verbal announcements
  - Local cable TV channel (Channel 10?)

All advertising will be sent out by the office to establish business recognition with the media and for consistency. Linda will act as Lori's backup should Lori be unable to handle an advertising request.

Lori and Linda will communicate with each other on all advertising submitted to avoid duplication.