

TMC Publicity Checklist

This publicity checklist was developed by TMC's Communication Committee for its use in planning and implementing publicity for TMC news and events. Use this worksheet to describe your event and salient details. Based on the information you supply, the Communication Committee will decide which publicity tools to use. Not every option will be appropriate for every event. The more advance notice we receive, the better.

Name of Event: _____

Date: _____

Which budget will expenses be charged to: _____

Date submitted: _____

Other sponsors _____

Event Details

Who: _____

What: _____

When: _____

Where: _____

Why: _____

How: _____

Target Audience: _____

Projected revenue gain: _____

TMC Communication Committee Members: Sally Van Merkensteijn, chair; Ted Rice, Kaki Kriebel, Jerry Amari, Sharon Dooley, Nancy Stinson and David Shunskis

This section for use by Communication Committee

Electronic

- Email
- Constant Contact electronic mailing
- Facebook
- TMC Web site
- Flyer

Print

- Neighborhood flyers
- Neighborhood posters
- Sunday leaflet or insert
- Trinity Newsletter
- Brochure

Snail Mail

- TMC Members
- Complete mailing list
- Trinity newsletter

Easel, bulletin board

PECO crown lights (8 weeks notice required)

Banner (\$400+)

News Release/Advisory

- Dailies
- Weeklies
- Radio
- PSA
- TV
- Online Editions
- Online Calendars

Paid Advertising

- Dailies
- Weeklies
- Magazines
- Radio
- Television

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