Publicizing Events at CBE:
A Communications Primer

The Communications Committee supports the publicity efforts of synagogue activities through various media channels:

The Shofar
Editor, Joanne Levine, shofareditor@yahoo.com
Published monthly both hard copy and online versions
Deadline for submissions: the 5th of the month prior to the desired month of publication (i.e. news item for October issue due September 5th)

CBE Website
Cybermaven, Susan Berger, bethemethcybermaven@gmail.com
Webpage Updates: Send at any time
Event Web Pages: 6-weeks lead time

Weekly Announcements *"Latest Happenings@CBE"*
Editor, CBE Office, moadmin@bethemeth.org
E-mailed every Thursday

Weekly Shabbat Program
Editor, CBE Office
Published as hard copy and distributed every Shabbat; contains same info as the *Latest Happenings* announcement

Religious School Weekly Announcements
Editor, School Director, relschool@bethemeth.org
E-mailed every Thursday

BEECC Weekly Announcements
Editor, Judy Fox-Tepper, judyft@bethemeth.org
E-mailed every Thursday

BEECC Parents Associaton Newsletter
Editor, Jennifer DeAngelis, beeccpa@yahoo.com
Published online monthly, www.bethemeth.org/beeccpa

CBE Facebook Group
Administrator, Ellen MacDonald, cbe-va-commcomm@yahoogroups.com

CBE Facebook Fan Page
Forthcoming…Stay Tuned!

So How Does My Event Information Gets Publicized at CBE?

E-Z Publicity, www.bethemeth.org/ezpublicity.htm

The E-Z Publicity Form was created to help streamline the process by which events get publicized at CBE. Anyone planning an event can submit the details online to a central location and choose which media channels to be used in promoting the event.

The E-Z Publicity form can found on the website by clicking the *What's Happening* box from the main page and then clicking "*E-Z Publicity*" in the left-hand menu. Or, you may go directly to the drop-down menu on the left and scroll down until you find "*E-Z Publicity.*"

Once the event is submitted, Susan Berger receives the data and automatically funnels it to Karin Twilde-Sheifer and Ellen MacDonald for review. Those submitting their event should get a response within two days of the submission. If there are questions or details missing, you'll get a request to modify your submission. When the event information is completed, the submission will be approved and distributed to the various publications.

Should I Check-Off All Media Sources? Just To Be Safe?

Not necessarily. It's important to think about your event in terms of internal and external audiences. Many of our programs and events are designated for CBE members only, therefore, there's no need to publicize events beyond the CBE Community, i.e. Sisterhood Chocolate Party, CBE Boy Scouts, etc.

However, some events are suited for the greater Northern Virginia Jewish Community and beyond, and the Communications Committee can help. (e.g. Purim Carnival, Book Fair, Prominent Guest Speaker, etc.) You may wish to open your event to other area synagogues, the JCC of Northern Virginia, *Washington Jewish Week* and/or the community at large. Newspapers have strict deadlines in which to submit news items to the community calendar---usually 4-weeks in advance.

Therefore, we established a **6-week lead time rule.** Submitting your E-Z Publicity Form in advance allows time for editing and creating any necessary web pages associated with the event.

What If I Need To Track RSVPs For My Event?

Susan Berger can create an online registration form so guests wishing attend your event can RSVP online. Additionally, we can generate forms allowing CBE members to have any event fees be billed to their account. However, it does require a fair amount of time to develop so please allow **6-weeks notification**. It's important to note that you will want the URL for your event's page to include in your publicity materials, therefore, giving yourself enough planning time to work with Susan Berger in establishing your web presence is key. If you are uncertain about some details of your event, but want to give us a heads-up, fill out the E-Z Publicity Form with a note that more information is forthcoming.

Does the Communications Committee Write Our Copy?

The Communications Committee edits the materials you produce, but does not create them. The only exception is in the case of a Press Release. If the committee feels the nature of the event warrants a press release, we'll develop that for you.

What If I Need A Poster For The Lobby?

Similarly, we ask that you create the artwork for your event and Communications will edit as needed. There is a unique e-mail address to submit your artwork which can be found on the E-Z Publicity Form (cbe-va-eventpublicity@yahoogroups.com). The office can print an 11 X 17 color poster to be hung in the lobby.

What Media Sources Do You Target?

Washington Jewish Week, *Connection* Newspapers, *Washington Post*, Daily Schmooze, Shalom NOVA, Jewish Federation of Greater Washington, Growing Jewish Families Network…just to name a few.

I Already Filled Out Information For My Event On The Calendar. Do I Still Need to Fill Out The E-Z Publicity Form?

Yes, you do! The Calendar tool enables groups to reserve a date, time and place to host a meeting or event and ensures that events won't be competing for time and space. It is important to fill out the calendar completely as anyone with access to the web can visit our calendar and learn about upcoming programs. However, using the E-Z Publicity tool makes sure your information gets distributed to the all our publicity outlets including the weekly Happenings@CBE Announcements, *The Shofar* and other internal and external media sources.

Other Communication Matters:

Updating Your Web Page

Keeping our website current is critical. As anyone knows from tooling around online, visiting a site that posts outdated and obsolete information doesn't leave a good impression. Please review the portion of the web that relates to your committee's activities and be sure to remove anything outdated, i.e. last year's committee chair/members, list of last year's calendar, e-mail addresses or phone numbers that are no longer applicable, links to events that have come and gone, etc.

- ***To make minor changes***, such as remove and add names or to change a sentence or paragraph of text, please e-mail the changes along with the URL's you wish to address to Susan Berger at bethemethcybermaven@gmail.com

- ***If you should have large re-writes*** to do to existing pages, it's best copy and paste the existing page content into a Word document, make the changes, and send then document to Susan Berger as an attachment. Please include the URL's.

- ***Photos*** also may be sent as attachments. It's best to use a jpg, gif or tif file format. Be sure that you have permission of the individuals in the photos you wish to use. (*See photo policy below.)*

Photo Policy

CBE developed a policy to inform guests at all CBE events that their photos may be used for CBE publicity purposes including the website. The onus is on guests who do not wish to be photographed to inform a staff member of their wishes. Additionally, we need to adhere to the request of those families who completed the photo opt-out forms at the time of Preschool and Religious School registration expressing that their children not be photographed.

The following language should be prominently displayed at all CBE events.

Photographs will be taken at this event which may be used in Congregation Beth Emeth's publicity and promotional materials. Please notify a staff person directly or in writing if you do not wish your photo to be used.
Thank you!

Event Wrap-Ups

When planning your event, think ahead to have someone involved in the planning write a small summary of the event--a paragraph or two--and take some photos of the program. The summaries/photos can be sent to *The Shofar*, our website and possibly be submitted to *The Washington Jewish Week* or other publications. After-the-fact publicity also serves a purpose! Please submit your articles to Karin Twilde-Sheifer, or Ellen MacDonald at cbe-va-commcomm@yahoogroups.com within a day following your event.

CBE Style Guide

In order to maintain a consistent and uniform look to our collateral materials, congregants involved in planning events should bear in mind the following:

- The synagogue should be referred to as *"Congregation Beth Emeth"* and in subsequent references may be abbreviated as *"CBE."*

- All materials should include appropriate contact information for the synagogue: event sponsor's name, web address, phone, e-mail address, location information (full address if for external audience) and contact:
    - i.e. Congregation Beth Emeth Men's Club,
    - www.bethemeth.org.mensclub.htm,
    - (703) 860-4515, ext.101,
    - Social Hall,
    - 12523 Lawyers Road, Herndon, VA 20101
    - Contact Joe Congregant at joe@congregant.com for more information.

- The CBE logo consists of the menorah (as depicted on our bimah) with the text *"Congregation Beth Emeth"* stacked underneath. The font used is Neuva and the PMS color is a shade of deep blue # 2755. The Communications Committee is working to make this available online and striving to using this consistently throughout our materials. No variants of the logo should be used.

- CBE refrains from using the names and logos of other businesses in its publicity materials. If you should have questions when developing fliers, etc., please contact the Communications Committee.

- The CBE office keeps the official stationery and envelopes for correspondence.

- ***For small quantities*** (i.e. less than 40 pieces), please contact the office to obtain stationery.

- ***For large mailings,*** please contact to order. The group requesting the supplies will need to purchase the stationery.

- ***An electronic version*** of the stationery is in the works and may be used when sending correspondence to individuals/groups beyond CBE. i.e. vendors, invited guests, contacts at other area synagogues, etc.