

What is E-Z Publicity and Is It Really Easy?

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 use when 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 accurate and complete, the submission is approved and distributed to the various publications.

If you have a flyer or poster to "attach" to the form, please e-mail it separately to cbe-va-ezattachments@yahogroups.com. It's preferable for these documents to be in an editable format (MS Word, Publisher etc.), or pdf format if there is no personal contact information included. (Personal contact info is replaced for Web use due to privacy concerns.)

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 (e.g. Purim Carnival, Book Fair, Prominent Guest Speaker, etc.), and the Communications Committee can help. 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 your event.

What If I Need To Track RSVPs For My Event?

Susan Berger can create an online registration form so guests wishing to attend your event can RSVP online. Additionally, we can generate forms to bill events fees to CBE members' accounts. 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 (web address) for your event's page to include in your publicity materials, therefore, it's important to give yourself enough planning time to work with Susan Berger in establishing your web presence. 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.

With online registration, we still need a downloadable version of the form to provide as an option for non-members and/or those preferring to send with a check. Please send in an MS Word or Publisher form (or pdf if there is no personal contact information) to cbe-va-ezattachments@yahoogroups.com.

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. Artwork should be submitted to a unique e-mail address which can be found on the E-Z Publicity Form (cbe-va-ezattachments@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 all our publicity outlets including the weekly Happenings@CBE Announcements, *The Shofar* and other internal and external media sources.