

Event and Media Checklist

First Covenant Church of Eureka

2526 J Street Eureka, CA 95501

Phone: 707-442-6774 Email: fcceureka@sbcglobal.net Web site: www.fcceureka.org

Pre Event:

- 1) Start at least six weeks in advance of the event.
- 2) Contact the office and schedule the time and place for the event.
- 3) Coordinate with the proper committee(s).
- 4) If it's a fundraiser you need the Church Council's approval. The Church Council meets on the second Tuesday on the month. Contact the Church Chair to put your request on the agenda.
- 5) Write a PSA (Public Service Announcement) using the template provided.
- 6) Contact Andrew Fouche to load your information on the website and prepare a poster (if needed).
- 7) Make sure to get the PSA to the church secretary to distribute to local media.
- 8) If it's a newsworthy event, contact the following papers and ask to have a story run with a photo:
 - The Eureka Reporter*
Glenn Franco Simmons, Managing Editor; 707-476-8000; editor@eurekareporter.com
 - Times Standard*
Heather Shelton, Lifestyle Editor; 707-441-0516; style@times-standard.com (email is the preferred way to submit a request; send high-resolution photos in JPEG format; put your phone number in the email)
- 9) If possible, get a radio interview.
- 10) Do a write-up for the bulletin (please submit the piece by Thursday of the week in which you wish it to run) and the church newsletter *On Target* (deadline for the newsletter is the 25th of each month).
- 11) If it's a summer event, before April make sure to contact the Humboldt Childcare Council and *The Northcoast Journal* to get it listed in their children's summer activities.

Event:

- 1) Contact and secure a photographer, if needed.
- 2) Keep a record of your budget.
- 3) Keep a record of how many people attend.

Post Event:

- 1) Send the photos to FCC via email (fcceureka@sbcglobal.net) or on a disc.
- 2) Send a photo to the media if follow-up is needed.
- 3) Get back to the committee(s) with a report.

6/20/07

Sample PSA

(Make sure to list your information first, which is not included in the PSA, including your name, phone number, and email address, so the media outlet can contact you if they have questions.)

(Title) Wycliffe Dinner Theater PSA

(Date it's drafted) 1/10/2007 (and note whether it's for immediate release or for a specific, later date.)

(When and Where and What?) On Friday, February 9 and Saturday the 10th, First Covenant Church of Eureka (in coordination with Grace Baptist Church) will host a Wycliffe Dinner Theater. This year the show is entitled "Sunong" and follows the story of a brilliant boy named Sunong from a remote Asian village who wants to get wealthy to support his clan. However, when he encounters a pair of Bible translators, his encounter with the living word of God changes everything for him and his village.

Doors open at 6:00 pm and the show will begin at 6:30 pm sharp. No late seating.

(Specifics that people need to know about.) Childcare will not be available.

(Cost) A freewill offering will be taken to cover the cost of the event and to assist in the mission work of both churches.

(Church Information) Reservations are required. Tickets are available through the First Covenant Church office at 2526 J St. in Eureka. Or for more information, check out the church's website at www.fcceureka.org or call 442-6774.