

## Putting It In Print: CK MAGAZINE

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CK Magazine is the bi-monthly magazine mailed to every household registered in the parish. Submissions should be in writing and sent to [kelly@ckokc.org](mailto:kelly@ckokc.org) by the following deadlines:

December 1 for the January-February issue  
February 1 for the March-April issue  
April 1 for the May-June issue  
June 1 for the July-August issue  
August 1 for the September-October issue  
October 1 for the November-December issue

## SUNDAY BULLETIN

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The Sunday bulletin is distributed after weekend Masses and is available for viewing on the parish website. It is suggested that an item appear in the bulletin for a minimum of three consecutive weeks to be effective. Submissions should be in writing and sent to [kelly@ckokc.org](mailto:kelly@ckokc.org). The submissions deadline is noon on the Monday preceding the weekend you would like your blurb to appear. If a full-page bulletin insert or flyer is desired, it should be scheduled no later than a week and a half in advance (a month is preferred) and contact information must be included on the insert.

## ESSENCE NEWSLETTER

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The Essence newsletter is mailed to senior adults of the parish and is available on the parish website. Submissions should be sent to [pam@ckokc.org](mailto:pam@ckokc.org) by the 20<sup>th</sup> of the month.

## KNIGHTLY NEWS

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The Knightly News is the school's weekly newsletter. It is e-mailed or sent home to each school family and is available on the school website. Submissions should be in writing and sent to [cknewsletter@cox.net](mailto:cknewsletter@cox.net) by noon on Friday.

## NEWSPAPERS

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### Dailies

*The Oklahoman*  
newsok.com  
(405) 475-3311  
P.O. Box 25125  
OKC, OK 73125

*The Journal Record*  
journalrecord.com  
(405) 235-3100  
222 North Robinson  
OKC, OK 73102

### Weeklies

*Friday*  
okcfriday.com  
(405) 755-3311  
P.O. Box 20340  
OKC, OK 73156

*Gazette*  
okgazette.com  
(405) 528-6000  
801 N.W. 36th  
OKC, OK 73118

*The City Sentinel*  
city-sentinel.com  
(405) 605-6062  
P.O. Box 60876  
OKC, OK 73146

### Bi-Weeklies

*The Sooner Catholic*  
[catharchdioceseokc.org/sooner/index.htm](http://catharchdioceseokc.org/sooner/index.htm)  
(405) 721-1810  
(405) 721-5210 Fax  
P.O. Box 32180  
Oklahoma City, OK 73123

## OTHER PARISH BULLETINS

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Your publicity statement will be e-mailed to the bulletin editors of surrounding parishes at your request.

## PICTURES & GRAPHICS

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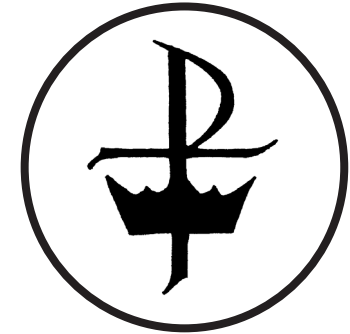
Photographs, logos and other graphics can be effective in making your information stand out. If your organization has a logo, please include it when you e-mail your publicity statement to the parish office. If you have photographs from a past occasion of the same event, please forward them as well, and be sure to take pictures of your upcoming event for future publicity efforts.

## A FINAL NOTE

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If you have questions about publicizing an event at Christ the King, please contact Kelly Fanning at 242-4516 or [kelly@ckokc.org](mailto:kelly@ckokc.org).

# Publicity Guidelines for Events at Christ the King



What is the purpose of publicity?

- To Attract Attention
- To Stimulate Involvement
- To Arouse Interest
- To Educate
- To Communicate Ideas
- To Bring People Together
- To Promote Programs & Events

## First Things First: SCHEDULING

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When planning the timing of your event, please consider the following:

- sports schedules
- other parish & school events
- liturgical season
- parking issues
- other events in the community

Events must be on the parish master calendar to receive publicity. Contact Kelly at 242-4516 or [kelly@ckokc.org](mailto:kelly@ckokc.org) to have your event placed on the calendar. It is best to have an alternate date in mind when you make your initial call in case the facility you need for your event is otherwise booked.

While Christ the King parish provides facilities for many different events and activities, we are first and foremost a church. Therefore, sacramental and liturgical events take priority over all other events. While most such events are planned and scheduled well in advance, it is important to note that funerals are a particular exception.

It is best to avoid scheduling changes once an event has been publicized, especially to the wider community; however, there are times when rescheduling or even cancellation becomes necessary. The parish office should be notified immediately of the need to reschedule or cancel an event in order to amend or cease publicity efforts. If a schedule change or cancellation takes place on short notice, you or your group should be prepared to notify anticipated participants of the change.

## Timing Is Everything: TIMELINE

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How far in advance of the event should publicity be planned? Publicity planning should begin at least 3 months in advance of the event. Events requiring RSVPs may need more advance work (a Save the Date, an Article, and a Reminder in three consecutive Sunday bulletins). Here is a typical timeline.

### **Three months before the event**

- Ensure that you know the correct dates, times and places.
- Know who is to be invited to the event. Is there a charge? Is registration required? Will auxiliary services, such as childcare or meal services be provided? Are materials, such as a book, required? If so, how are they to be obtained and at what cost?
- Write a publicity statement and make sure to review it with those in charge of the event so that all the details are accurate. See Publicity Statement (at right) for more details.
- Submit your publicity statement to [kelly@ckokc.org](mailto:kelly@ckokc.org) so that space may be reserved and plans made for publicizing your event in CK Magazine, the Sunday bulletin, the school newsletter, and the parish website and Facebook page. Your event will also be placed on the master calendar.

### **Two months before the event**

- Submit your publicity (article, announcement or web pages) to [kelly@ckokc.org](mailto:kelly@ckokc.org).
- Verify that your event information is accurate on the official parish calendar.

### **One month before the event**

- Schedule bulletin inserts and after-Mass ticket sales. The individual or group sponsoring the event is responsible for providing volunteers to sell tickets after Mass.

## Putting It In Writing: PUBLICITY STATEMENT

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The following are key pieces of information needed to publicize an event at Christ the King:

**Event Name:** A short 3 to 5 word name.

**Event Sponsor:** Individual, organization or group name and contact information.

**Event Date(s):** Day of the week and date.

**Times:** Start time and expected end time.

**Location(s):** The room where the event begins, where participants should gather.

**Audience:** Who is the primary audience for this event and thus this announcement?

**Price and materials:** If there is a price or fee for attending, what is it? If materials are required, what are they, what do they cost and where can they be obtained?

**Invitation (Description):** Write a 20-word (or so) invitation to the event, describing what will go on and why people should come.

**How to register:** If pre-registration is required, what is the procedure? Who do you contact, and what are the deadlines?

**If a tear-off RSVP is needed:** If you require a tear-off for registration, include all the information that needs to be collected and specify to whom and by when the completed form should be sent.

**Attach article:** If you are asking that this event be publicized in the bi-monthly CK Magazine, please write a 50 to 100 word description of the event including the background of key speakers or presenters. All submissions will be edited for space, style and clarity, if necessary.

If you need assistance with your publicity statement, please contact [kelly@ckokc.org](mailto:kelly@ckokc.org).