

WORLD COMMUNICATIONS DAY

PUBLICITY

The Head Coordinator/Chairman will create a Publicity committee to identify organizations that can benefit or assist with World Communication Day (**WCD**) Media Information Fair (Parishes, Catholic organizations, i.e., Knights of Columbus, Catholic Women/Men's organizations, Catholic Home School groups, Catholic newspapers, etc).

DUTIES OF THE HEAD COORDINATOR/CHAIRMAN

1. Establish media committee consisting of four or more chairmen. Delegate various media assignments, i.e., Secretary, Newspaper Chairman, Radio Chairman and Television Chairman.
2. On September 29th the Feast Day of Archangels Michael, Raphael and Gabriel, the Holy Father announces the theme for World Communications Day (WCD) for the coming year, to be celebrated on the Sunday before Pentecost.
3. Two months before **WCD** consult with each media committee chairman to determine the most favorable newspapers, radio stations and television channels to contact.
4. Contact bookstores for distribution of flyers announcing event, i.e., speakers, audio and visual displays.

DUTIES OF THE SECRETARY

The Secretary is to establish and maintain an Information Folder containing pertinent information relating to each of the four or more Media Committees.

1. The secretary should be in charge of sending notices to pastors containing information regarding the event and a request that the information be placed in the bulletins weekly for one month prior to the event.
2. Prepare Media Packet for each media representative attending the event.
3. Clip local newspaper articles for the media folder and give to Head Coordinator. Press articles should be mounted on 8-1/2 x 11 paper showing names of paper and date. These can be displayed on **WCD** and saved for future events.
4. Create a Media Packet, which should include biographical information on each speaker.
5. Give frequent status report to Head Coordinator/Chairman.

DUTIES OF THE NEWSPAPER COMMITTEE CHAIRMAN

1. Contact key Newspaper persons.
2. Prepare news releases; make copies for paper.
3. Send releases to newspapers **WEEKLY** for three weeks prior to event. Send a new/different article each week with a little more information about highlights, etc.
4. Send photos when possible.
5. Always follow up with a phone call and an invitation for a reporter and photographer to attend **WCD**.

DUTIES OF THE RADIO COMMITTEE CHAIRMAN

1. Select a suitable spokesman(s) for a radio interview.
2. Contact key radio personnel to arrange for a speaker for their program.
3. Prepare typed speech and itinerary for each speaker (right message is imperative).
4. Provide copies of speech and itinerary for radio host, head coordinator and secretary file. (See Sample Q & A for Radio/Television Interviews-Section 4, Number 5).

PUBLIC SERVICE ANNOUNCEMENTS

1. Contact Newspaper, Radio and TV stations in the area at least six weeks in advance of **WCD**.
2. Inquire if written scripts or tapes are preferred and the time frame required.
3. Prepare the requested script or tape.
4. Send Public Service Announcement (PSA) to station(s) at the specified times.
5. Follow up with phone call.

TALK SHOWS

1. Contact speaker(s) six weeks in advance.
2. Provide all event details for the host and speaker.
3. Authenticate approval/permission for the speaker
4. Validate time slot with the speaker, the host and the radio manager.
5. If possible, have program taped
6. Follow-up with thank you and compliments to the station manager and or host.

DUTIES OF THE TELEVISION COMMITTEE CHAIRMAN

1. Seek out suitable, articulate individuals for television interview.
2. Contact your local community television station to set up an appointment for an interview.
3. Prepare questions concerning World Communication Day (WCD) for the interviewer (**See Sample Q & A for Radio/Television Interviews-Section 4, Number 5**).
4. Provide copies of the questions and answers for television host, head coordinator and secretary to file.
5. Make DVD of interview for file
6. Follow-up results interview
7. Send appropriate thank you and compliments to the station manager and or host.

PUBLIC SERVICE ANNOUNCEMENTS

1. Contact local channels six weeks in advance of the event.
2. Determine what PSA requirements and length of message needed for a videotape/DVD.
3. Coordinate so that several copies of same tape can be made and used.
4. Hand deliver tapes/DVD's and follow up with a phone call.
5. One month before event, provide the parish office with the dates and times the interviews will air so that notices can be placed in the Church bulletins.
6. Make announcements to organizations:
 - O Parish Community i.e., all organizations
 - a. Knights of Columbus
 - b. CCW (Women's Organization)
 - c. CCD/RCIA/Youth Group (Religious Education)
 - d. Choir

 - O Local Community organizations
 - a. Senior Citizen group
 - b. Police and Firemen group
 - c. Library
 - d. Civic Center
7. Request permission to place information in **ALL** Bookstores.
8. Make effort to extend "**personal invitations**" to others.