

## Glen Mar Publicity Resource Guide Reference Sheet

The full Glen Mar Publicity Resource Guide that follows covers a wide gamut of what people need to know if they want to publicize an event extensively both at Glen Mar and in the general public. Below is a summary of the main ways to publicize subjects covered in the Glen Mar Publicity Resource Guide and where those subjects can be found. **See important opening statement written in red on the first page of this document.**

Before Starting Publicity	
Note: Getting Your Event on Glen Mar’s Website is the First Step	2
Before Finalizing Your Event Date and Time	2-3
Creating Flyers for Your Event	4
Glen Mar’s Photo Policy	4
Glen Mar Website Submissions, including online registration	5
Bulletin and Screen Submissions	5-6
Stories or Notices for The Messenger	6
Spotlight Ministries and Gathering Place Tables	6
Submissions to In-House Publications for Glen Mar’s Children, Middle Schoolers, and Senior High Youth and Their Families	7

### A Sampling of Resources That Go Primarily to the General Public

Banners/Temporary Signs	8
Facebook and Instagram	9
Posting Flyers	10
Other Churches in the Baltimore-Washington Conference	10-11
Howard County Public School System	11
Websites with Local Event Listings	11-12
Local Newspapers, Magazines, TV and Radio Stations	15-17

# **GLEN MAR PUBLICITY RESOURCE GUIDE**

**This document is for use during normal times when Glen Mar is open. Currently, Glen Mar's indoor facilities are not being used for ministries. Email outdoor facility requests to [mandy.sayers@glenmarumc.org](mailto:mandy.sayers@glenmarumc.org) who will submit requests to the Glen Mar Task Force for Re-Entry for approval. Click here for a shortened version of this document to use during the coronavirus era: <https://pdfs.glenmarumc.org/GMPublicityCoronavirus.pdf>**

## **Important Information Before Starting Publicity**

This list includes many resources to publicize Glen Mar-sponsored events. Before using these resources, the person in charge of an event should consider factors such as whether there is enough space and manpower to accommodate a large turnout and whether the people receiving the information are the ones who would be interested in your activity. Many of these resources are free. If you have questions, call Connie Ballenger at 410.796.0290.

### **IMPORTANT: GETTING YOUR EVENT ON THE WEBSITE IS THE FIRST STEP.**

*Before referring folks to the Glen Mar website in the church bulletin, on flyers, in notices to the community, or anywhere else for information on your event, be sure the event is posted on the website and has the necessary, updated information. To do this, send information and anything else you want posted to [webmaster@glenmarumc.org](mailto:webmaster@glenmarumc.org) at least two weeks in advance of your other publicity. Please wait for a confirmation email from the webmaster that your event has been posted before proceeding with any publicity that refers to the website **and use the correct website address for your event.** Having your website ready for the public is especially important if you are registering people for an event (more information about this can be found in this guide under Resources That Will Go Primarily to Glen Mar Folks and Resources That Will Go Primarily to the General Public).*

## **Information Before Finalizing Your Event Date and Time**

Check <https://public.serviceu.com/Calendar/?OrgKey=f9dfcab6-9531-487a-bf95-c56905565631&rendermode=standard> to see if there are any Glen Mar activities scheduled for the date you are thinking about holding your event. For the benefit of your event as well as the ones already scheduled, try not to schedule an event at a time that could interfere with another event. Also, schedule your event at a time when Glen Mar will be open (remember to factor in the time when people working on your event need the building to be open). Glen Mar hours are typically 7 a.m. to 9 p.m. Monday through Friday. Office hours are generally 8:30 a.m. to 4:30 p.m. Monday through Friday. Office hours typically shorten on Fridays in July and August. Saturday opening is at 9 a.m. to the close of the last scheduled activity or 9 p.m., whichever

comes first. Sunday opening is 6:30 a.m. to the close of the last scheduled activity or 9 p.m., whichever comes first. Scheduled holidays are closed to everyone.

If a rare situation requires time outside of facility hours, email a request in advance of scheduling needs to Alison Mannino at [alison.mannino@glenmarumc.org](mailto:alison.mannino@glenmarumc.org). Since a staff person is typically associated with each event and participates in creating the exception, the request should include the willingness of the staff person to manage and/or open and close the facility, including handling building security. With approval, the facilities services manager will ensure the alarms are appropriately managed. Immediately after determining the date and time you want, request space for your event on Glen Mar's calendar using the Facilities Scheduling form, <http://glenmarumc.org/myglenmar/facilities-scheduling/> even if your event is off-site. This will help prevent conflicts to your event.

## **Childcare**

Childcare can be requested through the church calendar. Childcare can also be requested by sending an email to Julie Metakes at [childcare@glenmarumc.org](mailto:childcare@glenmarumc.org). Childcare for any non-worship event is \$5 per child. Julie recommends publicizing this fee ahead of time so people are not surprised when they drop off their children. People can be notified ahead of time to contact Julie via email so she can keep track of how many children will attend. Julie would like at least 48 hours' notice if there is a cancellation of children attending or a cancellation of the event.

## **Virtual Meetings**

If your group would like to meet virtually, Pastor Anna K. Schwartz can set up a Zoom account that can be loaded on cell phones, personal computers and macs. Contact Pastor Anna at [anna.schwartz@glenmarumc.org](mailto:anna.schwartz@glenmarumc.org).

## **Thoughts on How to Write "Glen Mar Church"**

There is no official written position on the name we use for Glen Mar. According to our charter, we are Glen Mar UMC. However, when Glen Mar moved to its current site in 2008, there was an intentional effort to reach out to the community and let others know about the church. That's when our new logo was designed and we dropped "United Methodist" from our name.

This is primarily because it is becoming increasingly rare that people identify exclusively with a denomination. We have found that new members do not choose Glen Mar because it is United Methodist, but rather because it is a place where they feel they are connecting with God and are growing spiritually.

We remain United Methodists in our beliefs and in our structure, but what we want to be is a place where people encounter God and become disciples. That's what we've emphasized in our marketing over and above our denomination, and we have deemphasized the UM title

(describing ourselves instead as a United Methodist community) so as not to introduce an unnecessary layer of church language that may or may not be fraught with additional meaning/stereotypes/assumptions.

For consistency's sake, it would be best if everyone would use "Glen Mar Church" in publicity rather than Glen Mar United Methodist Church or Glen Mar UMC.

### **Information about Creating Flyers for Your Event**

If you want flyers designed for a church-wide event or events in which Glen Mar invites people in the outside community, contact Pastor Melaina Trice at [Melaina.Trice@glenmarumc.org](mailto:Melaina.Trice@glenmarumc.org) or 410.465.4995 ext. 215. After Melaina is provided **all** information to be placed on the flyer allow two weeks to receive the flyer. Consider having 8 ½- x 11-inch flyers designed as well as getting flyers one-half that size designed for distributing to individuals. They are also useful when bulletin boards do not have enough room for an 8 ½- x 11-inch flyer.

### **Glen Mar's Photo Policy**

Glen Mar's Photo Policy is as follows:

*Photographs and/or video recordings taken at Glen Mar Church or at Glen Mar Church events or activities can be published for any purpose consistent with the mission and ministries of our church and in any format except for commercial (profit and sales) purposes. Glen Mar will not identify a person by name with his/her image without the subject's permission or, in the case of a minor (a child under 18 years old), without permission from the child's parent or legal guardian.*

Glen Mar requests that this Photo Policy be included on all event sign-in sheets and all types of registrations, including registrations done via the website. A sample notification of this policy follows:

*By attending this event, I agree to allow Glen Mar Church to take photographs and/or video recordings at (fill in name of event) of my family and me (including my minor children) and I agree to allow images taken at this event to be published for any purpose consistent with the mission and ministries of our church and in any format except for commercial (profit and sales) purposes. Glen Mar will not identify a person by name with his/her published image without the subject's permission or, in the case of a minor (a child under 18 years old) without permission from the child's parent or legal guardian.*

### **Additional Information about Photography**

Call Connie Ballenger at 410.796.0290 if you want information about volunteers who might take pictures at your event.

## **Information about Inclement Weather Postponements**

If your event is held at Glen Mar, it will not be held if the building is closed for inclement weather. Please review the inclement weather policy on the church website at <http://glenmarumc.org/news/inclement-weather/> and check the church website for information about cancellations or delays. You might want to include inclement weather postponement information in your flyers and other publicity outlets.

If your event is canceled due to inclement weather, do not notify radio and TV stations because Glen Mar already has a mechanism for this. (FYI, Glen Mar does not notify radio and TV stations for most inclement-weather cancellations.) If you have created a Facebook event, you may wish to notify invitees by posting an update there.

## **Resources That Will Go Primarily to Glen Mar Folks**

1. Ask to have event information posted on the Glen Mar website. Contact [webmaster@glenmarumc.org](mailto:webmaster@glenmarumc.org) at least two weeks in advance of any publicity that refers to the website. Glen Mar event announcements will be posted on the Current Happenings page under the Events tab: <http://glenmarumc.org/gmcevents/current-happenings/>  
**IMPORTANT NOTE:** *Please wait for a confirmation email from the webmaster that your event has been posted before proceeding.*

If you are planning to provide online registration for an event, contact [communications@glenmarumc.org](mailto:communications@glenmarumc.org) at least two weeks in advance. Include whether a fee is required to register for your event. The Communications Team will provide options for online registrations tools. After the website has been updated to include your registration tool or link, you are ready to announce in the bulletin, on the worship screens, spotlight ministries, flyers, Facebook, etc. that registration is open online and provide the URL. Be sure to keep track of who and how many have registered for your event.

2. Submit a notice to Saturday/Sunday bulletins (an abbreviated version will automatically get on the screen before worship services). Not all announcements are included in the 11 a.m. bulletin, but they should be on the screen before worship services. Submit to the pastor's assistant, [announcements@glenmarumc.org](mailto:announcements@glenmarumc.org) by 4 p.m. on Monday for Saturday/Sunday bulletins. Occasionally, (generally around holidays) the bulletin and screen deadline are moved up. Limit submissions to three sentences. In addition to submitting a notice before your event, it is a good idea to submit another notice after your event to let people know about your accomplishments such as how many lives you improved or how much money you raised. Each bulletin is posted on the Glen Mar website <http://pdfs.glenmarumc.org/announcements.pdf> for about a week.  
**IMPORTANT NOTE:** If you intend to place an announcement on the church website or provide online registration for your event, set it up *prior* to sending information to the bulletin that refers to the website announcement or the online registration (see step 1 in this section).

3. See #2 above for placing a bulletin announcement which will automatically get on the screen during worship services. If you are interested in getting an announcement only on the screen and not in the bulletin, email your screen notice to the pastor's assistant, [announcements@glenmarumc.org](mailto:announcements@glenmarumc.org) by 4 p.m. on Monday **and tell the pastor's assistant it is for the screen only**. You might be able to get a notice on the screen (not the bulletin) for the upcoming weekend services if you send it by 3 p.m. Thursday. Occasionally, (generally around holidays) the bulletin and screen deadlines are moved up.
4. Submit to Glen Mar's Messenger. E-mail submissions to [messenger@glenmarumc.org](mailto:messenger@glenmarumc.org). Guidelines for submissions and deadlines for upcoming issues can be found in the most recent Messenger at <http://pdfs.glenmarumc.org/messenger.pdf>. Articles should not exceed 500 words. Submissions are subject to editing due to space limitations.
5. Spotlight a ministry (worship leaders spotlight ministry, event or activity during worship services). Spotlight ministry includes a Gathering Place table. Three tables (for information on getting a table only, see #6 below) and two worship announcements are available each week. Make e-mail request in advance to Alison Mannino at [alison.mannino@glenmarumc.org](mailto:alison.mannino@glenmarumc.org) at for spotlight and table. After receiving confirmation, give your written announcement to Pastor Melaina Trice at [melaina.trice@glenmarumc.org](mailto:melaina.trice@glenmarumc.org) by 4:30 p.m. on Wednesday before your spotlight ministry. If your spotlight announcement is a video, it should be under two minutes (under one minute is preferable) and provided to Pastor Trice by noon on Wednesday before your spotlight ministry. Contact Pastor Trice to find out the best way to send your video to her. Ministries that have spotlight ministry announcements multiple weeks can choose only one week to show their video. It is the requesting group's responsibility to staff the table before and/or after all worship services (including Saturday's 5 p.m. worship service) to promote your activity. For additional information on Spotighting a Ministry, see the Gathering Place Policy on the Glen Mar website under My Glen Mar and then Policies and Guidelines (<http://glenmarumc.org/wp-content/uploads/Gathering-Place-Policy.pdf>).
6. Reserve a table in the Gathering Place before and/or after worship services to staff and promote your ministry, event or activity, or to provide information and sign-up opportunities. E-mail request to Alison Mannino at [alison.mannino@glenmarumc.org](mailto:alison.mannino@glenmarumc.org) in advance. Confirmation will be provided. Space is limited. This does not include worship leaders announcing your ministry, event or activity during worship services.
7. Send emails to staff members asking them to e-mail their groups and/or send e-mails or e-invites to Glen Mar parishioners. Staff names, positions, phone extensions, and clicks to their e-mails can be found at <http://glenmarumc.org/about-us/staff/>
8. Place flyers on the display rack in the Gathering Place.
9. E-mail PDF flyers for your event to every member of your committee/team. Ask them to email the flyers to 10 or more friends.

10. Visit a growth group meeting for a “meet & greet” or a quick promo of your event. Contact Pastor for Community Life Anna K. Schwartz [anna.schwartz@glenmarumc.org](mailto:anna.schwartz@glenmarumc.org) or visit <https://glenmarumc.org/church-life/adults/adult-growth-groups-list/> to get a list of existing growth groups with meeting times and locations. Ask permission of the group in advance.
11. Have a targeted meeting. Invite people to come to a meeting to learn about your event, activity or ministry. Schedule a room to hold the meeting in on the Facilities Schedule form available at <http://glenmarumc.org/myglenmar/facilities-scheduling/> and make sure to publicize in the worship bulletin and screens.
12. At least two weeks in advance of your event or activity, e-mail Margaret Lang at [margaret.lang@glenmarumc.org](mailto:margaret.lang@glenmarumc.org) with items that are of interest to children and families or that they can help with for possible inclusion in Glen Mar’s Family Vine publications for families with fifth graders and younger (nursery, preschool/kindergarten, elementary) which goes out on Wednesday afternoon. These notices should be only two or three sentences with a link to go to or contact information.
13. At least two weeks in advance of your event or activity, e-mail Jen Rowell at [jen.rowell@glenmarumc.org](mailto:jen.rowell@glenmarumc.org) with items of interest to middle schoolers and families or that they can help with for possible inclusion in Glen Mar’s Middle School News You Can Use publication which comes out every Friday. These notices should be only two or three sentences with a link to go to or contact information.
14. E-mail Sean Danaher at [sean.danaher@glenmarumc.org](mailto:sean.danaher@glenmarumc.org) with items of interest to senior-high youth and their parents for possible inclusion in All Together Youth & Parent News, an e-mail publication that is distributed weekly. These notices should be only two or three sentences with a link to go to or contact information.
15. Place some flyers on the Welcome Center desk. (If it’s a Glen Mar event, you don’t have to check with anyone.)
16. If you want a notice displayed before the weekly online service that is held at 10 a.m. Sundays, email a PowerPoint slide, a 16:9 graphic (jpg or png) or the text information you want displayed (preferably in bullet format rather than sentences) to [jen.rowell@glenmarumc.org](mailto:jen.rowell@glenmarumc.org).
17. Provide a short write-up about your upcoming ministry and ask for a blurb at the end of Pastor’s Ponderings. Request this by emailing Mandy Sayers at [mandy.sayers@glenmarumc.org](mailto:mandy.sayers@glenmarumc.org).

## **Resources That Will Go Primarily to the General Public**

1. Ask to have event information posted on the Glen Mar website. Contact [webmaster@glenmarumc.org](mailto:webmaster@glenmarumc.org) at least two weeks in advance of any publicity that refers to the website. You may request a slider/rotator on the homepage for events geared toward the public for review by the Communications Team. Glen Mar events that are open to both Glen Mar folks and the public will be publicized on the Current Happenings page under the Events tab: <http://glenmarumc.org/gmcevents/current-happenings/>. **IMPORTANT NOTE:** *Please wait for a confirmation email from the webmaster that your event has been posted before proceeding.*

If you are planning to provide online registration for an event, contact [communications@glenmarumc.org](mailto:communications@glenmarumc.org) at least two weeks in advance. Include whether a fee is required to register for your event. The Communications Team will provide options for online registration tools. After the website has been updated to include your registration tool or link, you are ready to announce in the bulletin, on the worship screens, spotlight ministries, flyers, Facebook, etc. that registration is open online and provide the URL. Be sure to keep track of who and how many have registered for your event.

2. Contact the Early Learning Center at 410.461.2859 or e-mail [elc@glenmarumc.org](mailto:elc@glenmarumc.org) to see if your notice or flyer can be included in an ELC publication or posted on the ELC bulletin board.
3. Send thank-you e-mails to people who attended your event. To do this, you need to get e-mail addresses at your event. When getting e-mail addresses, be sure to ask permission on sign-up sheet to send e-mails about future Glen Mar-sponsored events.
4. Temporary signage (roadside banners) can be requested when scheduling your event. Schedule your event at <http://glenmarumc.org/myglenmar/facilities-scheduling/>. Glen Mar's Trustees have established Guidelines for Temporary Signage on Route 103. The guidelines include the size to order and where to submit finished artwork before ordering the banner. Also, the guidelines will tell you the maximum length of your reservation period and a possible opportunity to extend it. The guidelines can be accessed at <http://pdfs.glenmarumc.org/GuidelinesTemporarySignage.pdf>. If your Glen Mar-related ministry uses a temporary sign, the outdoor electronic sign (#5 below) will be used to display worship times Fridays through Sundays and remains available for other ministries Mondays through Thursdays.
5. Publicizing your event on Glen Mar's outside electronic sign can be done at <http://glenmarumc.org/myglenmar/facilities-scheduling/>. This is limited to events that are open to the public. Ministry messages are displayed on the electronic sign Mondays through Thursdays only, allowing for worship times to be displayed on the weekends. The full guidelines can be accessed at <http://pdfs.glenmarumc.org/GuidelinesElectronicSign.pdf>.

6. Below are four ways to use Facebook.

- a. To post a notice about your event on the official Glen Mar Facebook page, e-mail your post to [facebook@glenmarumc.org](mailto:facebook@glenmarumc.org). You can include logos and pictures.
- b. To create a Facebook event on Glen Mar's official Facebook page, the administrator must already have a Facebook profile. Please contact [facebook@glenmarumc.org](mailto:facebook@glenmarumc.org) at least two weeks in advance of when you need the post completed. Please include the following information: name of event, date, time, description, cover photo, and the name of someone from your ministry who will act as host (administrator of the event on Facebook). After this information is provided to [facebook@glenmarumc.org](mailto:facebook@glenmarumc.org) Andrew Sogn, will create the Facebook event and assign the designated person to the Admin role.

**IMPORTANT NOTE:** *Please wait for a confirmation email that it has been set up before proceeding with any publicity that refers to the Facebook event page and use the correct link. It may not be the same as a previous link you have used. Putting your event under the Glen Mar Facebook page makes it an official Glen Mar event thereby giving your event the wider audience of all those who follow Glen Mar's page.*

- c. You can send your notice to a wider audience on Facebook for a fee. You can target this ad to a specific geographic area or to people who have demonstrated an interest in a particular area (examples are children or music). You will need to determine when your notice should start, the number of days you want the notice to run, how much you want to spend, and what audience (age, interests, and locations) you want to target. The charge will go to the church credit card and be billed to the Glen Mar account that will pay the bill. (An example of cost is \$30 for six days.) Send your request to Pastor Melaina Trice at [melaina.trice@glenmarumc.org](mailto:melaina.trice@glenmarumc.org). Include what Glen Mar account will pay the bill.
  - d. A short informational video can be a good way to increase engagement of a Facebook post. All videos require staff approval prior to posting. Guidelines and best practices are to film the video in landscape (horizontal) mode and aim for 30 – 60 seconds in length providing basic information in a quick and simple fashion. Submit to [facebook@glenmarumc.org](mailto:facebook@glenmarumc.org).
7. Email flyers, logos, photos and other graphic designs to [instagram@glenmarumc.org](mailto:instagram@glenmarumc.org) for posting on Glen Mar's Instagram account. They must be JPG.
  8. Buy small signs for folks to put up. Can buy from [www.SignsontheCheap.com](http://www.SignsontheCheap.com).
  9. Make and distribute invitation cards about an event to give to people.

10. After your event, send up to 20 photos from your event to [webmaster@glenmarumc.org](mailto:webmaster@glenmarumc.org) and [facebook@glenmarumc.org](https://www.facebook.com/glenmarumc.org).
11. Send e-vites or e-mails to non-Glen Mar parishioners – A good way to get a list of people who are interested in an event is to take e-mail addresses at an event and use those e-mail addresses the next time you hold the same or a similar event.
12. Post flyers (Also see Retirement Communities under #19 below in this section.)
  - a. Howard Community College will post three flyers around campus for you. E-mail the flyer to [studentlife@howardcc.edu](mailto:studentlife@howardcc.edu). If you have questions, call 443.518.1420.
  - b. You can also post flyers at Howard County libraries. The criteria for placement in Howard County Libraries is that the sponsor is a non-profit organization and that the event be free or that any charges are just to cover expenses. If your event meets those criteria, you can post flyers at all six Howard County libraries (two can be placed at the Central Library) by taking seven copies to the customer service desk of the Central Library and leaving them for Cherise Tasker with a note telling her you want them posted at all county libraries. The flyers should be 8 ½- x 11-inches (vertical or horizontal) or smaller. Flyers can stay up as long as six weeks. You can also submit flyers at each library branch separately. The library sites are as follows:

Central Library – Cherise Tasker 410.313.7858  
East Columbia Branch – 410.313.7700  
Elkridge Branch – 410.313.5077  
Glenwood Branch – 410.313.5577  
Miller Branch – 410.313.1950  
Savage Branch – 410.313.0760.
  - c. The Florence Bain Senior Center, 5470 Ruth Keeton Way in Columbia. The two bulletin boards when you enter the building are only for Bain Center and Recreation and Park activities but there is a bulletin board in the back for the public.
  - d. Many stores and restaurants do not have bulletin boards for the public. You can probably find bulletin boards at freestanding Starbucks (usually not ones inside stores or colleges) and at Jimmy Johns. Suggestion: Take 8 ½- x 11-inch flyers and smaller ones to distribute. Many of these bulletin boards have little space so you may want to use the smaller flyers. Also take thumb tacks, small magnets or scotch tape because items that will hold your flyers are not always provided.
13. Contact others through the Baltimore-Washington Conference.
  - a. Email District Administrator Olivia Gross at [ogross@bwcumc.org](mailto:ogross@bwcumc.org) with a short notice and flyer (optional). She will email churches and clergy in the Greater Washington District your information. Olivia only distributes once or twice a

- month so email your information well before your event happens.
- b. Email District Administrator Sophie Amer at [samer@bwcumc.org](mailto:samer@bwcumc.org) with a short notice and flyer (optional). Sophie may post (she does not guarantee she will post) your information on the Central Maryland District website and then Sophie will email clergy, churches, and church committee chairs in the Central Maryland District a link to that website. Give Sophie at least one month's notice before your event.
  - c. Register and login to the Baltimore-Washington Conference church classifieds <http://classifieds.bwcumc.org/index.php?ptype=page&id=1> The categories are local church, community, employment, for sale, and free.
14. Call Connie Ballenger at 410.796.0290 to discuss how to submit event information to the Howard County Public School System (HCPSS). There are two methods:
- a. E-mail a brief notice to Deborah Summers at [publicinfo@hcpss.org](mailto:publicinfo@hcpss.org). She will place it in News 4 Schools, which goes to every school in the HCPSS every two weeks. It is up to each school whether it will go in that school's e-newsletter. This notice must be submitted more than two weeks before event, but notice could potentially go in e-newsletters two times if submitted several weeks (approximately six weeks) in advance of event or deadline to register for an event.
  - b. Prepare and deliver flyers to individual schools. Prior to copying flyers for distribution through the HCPSS or taking flyers to schools, get approval for the flyer with these required words on the flyer: The information is neither sponsored nor endorsed by HCPSS or the school. Approval request must be e-mailed to Deborah Summers at [publicinfo@hcpss.org](mailto:publicinfo@hcpss.org) or faxed to Ms. Summers at 410.313.6774. This approval could take up to two weeks. In addition to having flyers bundled appropriately, you must take permission letter to schools when you deliver flyers. Call Connie Ballenger at 410.796.0290 for further instructions. The HCPSS discourages distributing flyers at individual schools for environmental reasons. Some schools do not accept flyers.
15. Submit calendar events and/or stories to local websites. Some accept pictures, logos, and videos, so have them if possible.
- [www.Americantowns.com](http://www.Americantowns.com) – Has calendar but only for city where event is held.
- [www.Craigslist.com](http://www.Craigslist.com) – Recommend using Baltimore area. Has events, volunteer and many other listings.
- [www.Eventful.com](http://www.Eventful.com) - Has event listings for comedy, concerts and tour dates, conferences and tradeshow, festivals, food and wine, kids and family, nightlife and singles, performing arts and sports.
- [Events.baltimoresun.com](http://Events.baltimoresun.com) – has event listings
- [www.bizmonthly.com](http://www.bizmonthly.com) - Click on events. List your event date and information. Recommend posting early – could take three weeks or more to go public.

<https://patch.com/maryland/ellicottcity> - Has calendar listings and can share story and picture. Must set up free account. When filling out the form, look for Add Your Event. Click on it and you can check boxes to send your event to Patches in other areas.

[www.951ShineFM.com](http://www.951ShineFM.com) posts church-related special events on an online Community Calendar. Please submit only major events. If you opt to fill in the description box, be brief. The time, date, title, phone, and location should be entered on the form and not in the description box. The only exception is when an event runs longer than one day – put first day in the form and the other days in the description.

[www.wgts919.com](http://www.wgts919.com) – Christian radio station WGTS 919FM in Washington has a community online calendar. You should be able to post yourself, but if you have trouble, e-mail [web@wgts919.com](mailto:web@wgts919.com).

<https://hulafrog.com> – This website connects parents to local events and businesses in their community and to each other. It includes activities for children 0-12. You must be a member of hulafrog.com to post an event.

[www.BaltimoresChild.com](http://www.BaltimoresChild.com) – Has an online events calendar. Go to Calendar and then submit an event. Online submissions are considered for print magazine. If you want your activity to be considered for the print magazine, post online submissions at least two months (preferably more) in advance of event.

[www.totallyHoco.com](http://www.totallyHoco.com) – This is only for Howard County events. Go to green box on the right that says Submit Event. Displays an online events calendar, tweets one day before event, and sends notices of events via a weekly newsletter, which includes only events for the upcoming week. If you have any trouble putting information on this website, email [totallyhoco@gmail.com](mailto:totallyhoco@gmail.com). If interested in purchasing a promotion package, visit [www.totallyhoco.com/event-promotion](http://www.totallyhoco.com/event-promotion).

<https://www.hocoarts.org/promote-your-event/> - Purchase ad space on the Howard County Arts Council's online calendar. This is only for art and cultural events. Ads are purchased in four-week blocks.

<https://www.hocoarts.org/events/community/add> - If you don't already have an account, click on the Account Button to request an account so that you can post an **arts** event on the Howard County Arts Council free calendar listings. After your request has been approved, you will be issued a Username and Password. Then you can go to the above website page and submit a request.

See #13 c above to get a notice in the Baltimore-Washington Conference church classifieds.

16. Submit notices, flyers and/or pictures and notices to local officials to post in their e-newsletters. Below is the information you need.

<b>Publication</b>	<b>Official</b>	<b>How Often It's Published</b>	<b>When to Submit</b>	<b>Where to Submit</b>
The Ball Bulletin	County Executive Calvin Ball	Weekly	At least two weeks before event	Shira Hira <a href="mailto:Shira@howardcountymd.gov">Shira@howardcountymd.gov</a> 410.313.2013 (not likely to use photos or graphics)
Info not available yet	District 1 Councilmember Liz Walsh	Info not available yet	Info not available yet	Cristiana Little District Aide <a href="mailto:clittle@howardcountymd.gov">clittle@howardcountymd.gov</a> 410.313.2001
The Opel Jones Digest	District 2 Councilmember Opel Jones	Every few months	Use your judgment	Michael Harris Special Assistant to Opel Jones <a href="mailto:mrharris@howardcountymd.gov">mrharris@howardcountymd.gov</a> 410.313.2001
Keeping Up with Christiana	District 3 Councilmember Christiana Mercer Rigby	At least once a month	At least 5 weeks in advance	Felix Facchine, District 3 Aide <a href="mailto:ffacchine@howardcountymd.gov">ffacchine@howardcountymd.gov</a> 410.313.2001
Deb's District Update	District 4 Councilmember Deb Jung	Usually two times a month	Do not submit unless your event is in District 4 – Glen Mar is in District 1	Does not publish any event that is not in District 4 – Glen Mar is in District 1 China Williams, Special Assistant to Councilmember Deb Jung <a href="mailto:ccwilliams@howardcountymd.gov">ccwilliams@howardcountymd.gov</a> 410.313.2001
Howard County District 5 News	District 5 Councilmember David Yungmann	Monthly	At least 5 weeks in advance	Cindy Skalny, District Aide to Councilmember David Yungmann <a href="mailto:cskalny@howardcountymd.gov">cskalny@howardcountymd.gov</a> 410.313.2001

17. Mail other local churches information or flyers. Call Connie at 410.796.0290 for church addresses.

18. Mail private schools' information or flyers. Call Connie at 410.796.0290 for school addresses.

19. Retirement communities sometimes share information about local activities with their residents, and some will transport residents to activities on their own buses. Send an announcement, flyer and, if applicable, a request for a bus. Use your judgment whether your activity is appropriate for senior citizens.

<b>Retirement Community</b>	<b>What They Might Do</b>	<b>How to Send Request</b>	<b>When to Submit Request</b>
Lutheran Village at Miller's Grant 9000 Fathers Legacy Ellicott City 21042	Post flyer on bulletin board, include in newsletter, send bus	Email Lynn Glaeser <a href="mailto:lglaeser@millersgrant.org">lglaeser@millersgrant.org</a>	Newsletter that announces the bus is released the first of the month – flyer will be posted only for 2 weeks
Charlestown Senior Living Community 719 Maiden Choice BR 412 Catonsville 21228	Post flyers on bulletin boards, send bus (more likely to send a bus to afternoon events)	Ellie Butler <a href="mailto:Ellen.butler@erickson.com">Ellen.butler@erickson.com</a>	Prefer two months' notice
Vantage House 5400 Vantage Point Road Columbia 21044	Post flyers, send bus (bus does not operate on weekends)	Email Ms. Jamilah Bashir, who is Life Enrichment manager, to request a bus and to circulate a flyer. <a href="mailto:bashirj@vantagehouse.org">bashirj@vantagehouse.org</a> Her phone number is 410.992.1095	A committee meets the first of each month to consider bus requests.
Evergreens at Columbia Town Center 10101 Governor Warfield Parkway, Columbia 21044	Place flyers in the Community Room No bus	Drop off some flyers at the front desk and ask to have them placed in the Community Room 410.992.5501	Use your judgment
Bright View Senior Living – Rolling Hills, 848 South Rolling Road, Catonsville 21228 (has independent living, assisted living & memory care)	Get in calendar of events, send bus	Mr. Buna Cumbie <a href="mailto:bcumbie@bvsl.net">bcumbie@bvsl.net</a> Call 410.220.6882 for more information.	Send request for next month by the 25 <sup>th</sup> of the previous month
Bright View Senior Living – Catonsville	Send a bus	Beth Lauf <a href="mailto:blauf@bvsl.net">blauf@bvsl.net</a> 410.576.0068	At least one month before event

912 South Rolling Road, Catonsville 21228 (assisted living facility)			
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20. Deliver flyers to homes.
21. Advertise on [www.certifikid.com](http://www.certifikid.com). This is only for children’s activities. You will have to offer a discount on your activity and pay a percentage of any revenue advertising through [www.certifikid.com](http://www.certifikid.com) generates. Certifikid will advertise deals via the web, twitter and Facebook. Contact is Leslie Silverman at [leslie@certifikid.com](mailto:leslie@certifikid.com).
22. Press Releases & Calendar Event Items Can be Sent to the Following Local Media  
**Columbia Flier/Howard County Times – allow at least 2 weeks**  
300 E. Cromwell Street, Baltimore, MD 21230  
Submit calendar events to <http://events.baltimoresun.com/calendar>. You may be redirected to a sign-in page for The Baltimore Sun where you create an account before proceeding. Click on “+ Add Event” button on the right. Under “5. Descriptions” select the CNGHoward to mark your item to appear in the Howard County Times calendar. If it’s your first time submitting an event with the newspaper’s new events tool, you will first need to create an account on CitySpark.

**The Baltimore Sun - Howard County section - allow at least 10 days to publicize**

Attention: Jim Joyner, The Baltimore Sun, 300 E. Cromwell Street, Baltimore, MD 21230

E-mail Press Releases: [jjoyner@tribune.com](mailto:jjoyner@tribune.com)

E-mail Calendar or Volunteer Items: Use [Events.baltimoresun.com/events/new/](http://Events.baltimoresun.com/events/new/) which is also listed as a local website under #15 in this section.

Phone: 410.332.6000

**The Baltimore Sun Wknd** – a magazine that is published Fridays in The Baltimore Sun.

If you submitted your event to <http://events.baltimoresun.com/events/new> (listed under Columbia Flier/Howard County Times and The Baltimore Sun – Howard County section, the first and second listings under #22 above in this section), your listing has been submitted to Baltimore Sun Wknd. For general questions, email Wknd editor **Kamau High**, [khigh@baltsun.com](mailto:khigh@baltsun.com).

**The Washington Post** – There is no Howard County Bureau but can send notices.

Press Releases and Calendar Items: [Metro@washpost.com](mailto:Metro@washpost.com)

The Washington Post

1301 K Street NW

Washington, D.C. 20071

The phone number is 1.800.477.4679.

**Baltimore's Child** – Serves Baltimore City, N. Anne Arundel, Baltimore, Carroll, Harford and Howard counties. Website is [www.BaltimoresChild.com](http://www.BaltimoresChild.com). How to submit to online calendar is under #15. Call 410.902.2300 for information about getting a notice in the magazine calendar listing.

If you are having a very large, open to the public event, you can consider sending press releases to the following television and radio stations:

**Channel 2 – WMAR TV**

6400 York Road  
Baltimore, MD 21212

Main Phone: 410.377.2222  
News Tip Line: 410.435.TIPS or  
[newsroom@wmar.com](mailto:newsroom@wmar.com)  
Contact form on [wmar2news.com](http://wmar2news.com)

**Channel 11 – WBAL TV**

3800 Hooper Avenue  
Baltimore, MD 21211  
E-mail [newstips@wbaltv.com](mailto:newstips@wbaltv.com)

Fax: 410.338.6526  
Phone: 800.677.WBAL

**Channel 13 – WJZ- TV**

3725 Malden Avenue  
Baltimore, MD 21211

Main Phone: 410.466.0013  
Assignment Desk/News Tip:  
410.578.7568  
Fax: 410.578.0642  
Contact form at  
<https://baltimore.cbslocal.com/contact-us/>

**Fox 45 – WBFF TV**

2000 W. 41<sup>st</sup> Street  
Baltimore, MD 21211  
Send press releases to  
[news@foxbaltimore.com](mailto:news@foxbaltimore.com)

Phone: 410.467.4545  
New Tipline: 410.467.5595

**98 Rock**

3800 Hooper Avenue  
Baltimore, MD 21211

E-mail: [studio@98online.com](mailto:studio@98online.com)  
Phone: 410.467.3000

**101.9 FM Radio (CBS)**

WLIF Radio – Entercom Communications Corp.  
1423 Clarkview Road, Suite 100  
Baltimore, MD 21209

Phone: 410.823.1019  
Office Phone: 410.825.1000

**WGTS 91.9 Radio** (Christian station)  
2099 Gaither Road, Suite 105

Phone: 800.700.1094

Rockville, MD 20850

(See [www.wgts919.com](http://www.wgts919.com) under #15 in this section for information for posting on this station's online community calendar.)

23. If interested in recruiting volunteers for your event, go to the Volunteer Center Serving Howard County website page <https://www.volunteerhoward.org/mou>. You will need to fill out an online Organization Agreement. Among other restrictions, the Center will not recruit or refer volunteers to engage in an activity that involves religious proselytizing.
24. Paid advertising is available in almost all the newspapers, magazines, TV and radio stations listed in this document. Paid advertising is also available from WBAL Radio 1090 Baltimore and 93.1 WPOC Radio in Baltimore.
25. Advertising Camps – will have to pay  
**Maryland Summer Camp Directory**  
[www.maryland-summercamps.com](http://www.maryland-summercamps.com)

**Advertisement in Summer Programs and Camp Guide**, a Baltimore Sun Media Group community supplement to Howard County Times, Columbia Flier, Catonsville Times, Arbutus Times and Laurel Leader 410.332.6300 or e-mail [advertise@baltsun.com](mailto:advertise@baltsun.com).

### **Changes to this Publicity Resource Guide**

Connie Ballenger compiled this Publicity Resource Guide and keeps the master list. It was last updated 9/2020. If you have any additions, deletions or changes to this guide, contact Connie Ballenger at 410.796.0290 or [cballe1031@verizon.net](mailto:cballe1031@verizon.net). Please be sure your additions, deletions, or changes can be identified easily.