

# **GLEN MAR PUBLICITY RESOURCE GUIDE**

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# **GLEN MAR PUBLICITY RESOURCE GUIDE**

## **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 Pastor Jen Eschliman at 410-465-4995, ext. 215 or 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 fliers, 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 wanted 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. 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 Barbara Julian at [barb.julian@glenmarumc.org](mailto:barb.julian@glenmarumc.org). Since a staff person is typically associated with each event and so 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, post 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.

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

If you want fliers designed for a church-wide event or events in which Glen Mar invites people in the outside community, contact Jen Eschliman at [jen.eschliman@glenmarumc.org](mailto:jen.eschliman@glenmarumc.org) or 410-465-4995 ext. 215. Consider having 8 ½- x 11-inch fliers designed as well as getting fliers one-half that size designed for distributing to individuals. You may not use the smaller ones, but they will be available if you want them. They are also useful when bulletin boards do not have enough room for an 8 ½- x 11-inch flier.

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

Glen Mar's Photo Policy is as follows:

*Photographs and/or video recordings taken at Glen Mar UMC or at Glen Mar UMC 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 UMC 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 sale) 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 fliers 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 Events home page (click on Events tab). **IMPORTANT NOTE:** *Please wait for a confirmation email from the webmaster that your event has been posted before proceeding.*

**The rest of this #1 section is for events that require registration.** There are two ways to provide online registration for an event: one is for free events and the other is for events that require a fee.

If you are planning to provide online registration for your **free** event, contact [communications@glenmarumc.org](mailto:communications@glenmarumc.org) at least two weeks in advance. The Communications Team will provide instructions for managing your free event using an online-event planning tool. When your registration page is ready to use, a link to it will be added to the website. After the website has been updated, you are ready to announce in the bulletin, spotlight, fliers, Facebook, etc. that registration is open online at [www.glenmarumc.org](http://www.glenmarumc.org). Be sure to keep track of who and how many have registered for your event.

If you are planning to provide online registration for your event **that requires a fee**, it must be coordinated through church staff who can access our payment software, ServiceU:

- a. Make sure you know the staff member who is responsible for your ministry. If you don't know, find out before proceeding because only staff members can access the payment software, and it is essential that you keep track of who and how many have registered for your event.
- b. At least two weeks in advance, contact Larry Albrecht at [larry.albrecht@glenmarumc.org](mailto:larry.albrecht@glenmarumc.org) to provide him with the necessary details for registration including a short description of the event, date, time, and cost (if applicable). Please copy your ministry's staff member on this e-mail. Larry will set up an online registration page and notify you with the link to it. He will also send

- the link to the webmaster and the staff member. **IMPORTANT NOTE:** If your event requires online payment, Glen Mar must pay a fee per payment transaction. *Those fees must be covered by your ministry.*
- c. After the online registration has been set up and confirmed, contact the website team at [webmaster@glenmarumc.org](mailto:webmaster@glenmarumc.org) at least one week in advance of when you need the information on the website to provide the event announcement details, including date, time, fliers, brochures, photos, etc. **IMPORTANT NOTE:** *Please wait for a confirmation email from the webmaster that your event has been posted before proceeding.*
  - d. After all your information has been posted on the website, you are ready to announce in the bulletin, spotlight, fliers, Facebook, etc. that registration is open online at [www.glenmarumc.org](http://www.glenmarumc.org). Keep in touch with your ministry's staff member to find out who has registered for your event.
2. Submit to Saturday/Sunday bulletins (automatically gets on screen before worship services). Submit to Laura Dreibelbis, [announcements@glenmarumc.org](mailto:announcements@glenmarumc.org) by 4 p.m. on Monday for Saturday/Sunday bulletins. Limit submissions to three sentences. **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. Submit to Glen Mar's Messenger. E-mail submissions to Laura Dreibelbis - [laura.dreibelbis@glenmarumc.org](mailto:laura.dreibelbis@glenmarumc.org). Guidelines for submissions and deadlines for upcoming issues can be found on the last page of the most recent Messenger at <http://pdfs.glenmarumc.org/messenger.pdf>. Submissions are subject to editing due to space limitations.
  4. Spotlight a ministry (worship leaders spotlight ministry, event or activity during worship services). Spotlight ministry includes a Gathering Place table. Three tables and two worship announcements are available each week. Make e-mail request in advance to Barbara Julian ([barb.julian@glenmarumc.org](mailto:barb.julian@glenmarumc.org)) for spotlight and table. After receiving confirmation, give your written announcement to Pastor Eschliman, [jen.eschliman@glenmarumc.org](mailto:jen.eschliman@glenmarumc.org) by noon on Thursday before your spotlight ministry. If your spotlight announcement is a video, it should be provided to Pastor Eschliman by noon on Wednesday before your spotlight ministry. If you'd like the video to be posted on Glen Mar's YouTube page, please indicate that when you submit the video. You will be emailed a link to it after it has been posted. Then you can share that link with others via e-mail, Facebook, etc. 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>).
  5. 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. Make e-mail request to Barbara Julian, [barb.julian@glenmarumc.org](mailto:barb.julian@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.

6. Send e-mails to staff members asking them to e-mail their groups and/or send e-mails or e-vites 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/>. A particularly useful version of this is to ask Pastor Matt Poole to include a blurb at the end of his weekly Pastor's Ponderings.
7. Place fliers on the display rack in the Gathering Place.
8. E-mail PDF fliers for your event to every member of your committee/team. Ask them to email the fliers to 10 friends.
9. Visit a small 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) to get a list of existing small groups with meeting times and locations. Ask permission of the group in advance.
10. 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 advertise in the worship bulletin.
11. 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 (such as food collection) for possible inclusion in Glen Mar's Family Vine publication which goes out on Wednesday afternoon. These notices should be only two or three sentences with a link to go to or contact information.
12. 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.
13. 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, 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.
14. Have fliers sent out at a Glen Mar event that precedes your event. For example, a flier can be given out at the Harvest Dinner about Walk to Bethlehem.

## **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. Glen Mar events that are open to both Glen Mar folks and the public will be advertised under the Events tab and/or as a slider on the home page. **IMPORTANT NOTE:** *Please wait for a confirmation email from the webmaster that your event has been posted before proceeding.*

**The rest of this #1 section is for events that require registration.** There are two ways to provide online registration for an event: one is for free events and the other is for events that require a fee.

If you are planning to provide online registration for your **free** event, contact [communications@glenmarumc.org](mailto:communications@glenmarumc.org) at least two weeks in advance. The Communications Team will provide instructions for managing your free event using an online event planning tool. When your registration page is ready to use, a link to it will be added to the website. After the website has been updated, you are ready to announce in the bulletin, spotlight, fliers, Facebook, etc. that registration is open online at [www.glenmarumc.org](http://www.glenmarumc.org). Be sure to keep track of who and how many have registered for your event.

If you plan to provide online registration for your event **that requires a fee** follow steps a, b, c, and d under #1 in Resources That Will Go Primarily to Glen Mar Folks in this guide.

2. Send fliers home with Early Learning Center students. Contact the ELC at 410-461-2859 or e-mail [elc@glenmarumc.org](mailto:elc@glenmarumc.org).
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. Make a video before your event or at your event to put on Glen Mar's YouTube channel. Submit your video to Pastor Jen either by email to [jen.eschliman@glenmarumc.org](mailto:jen.eschliman@glenmarumc.org), or by giving her a flash drive, and let her know you'd like it to be posted on YouTube. You will be emailed a link to it after it has been posted. Then you can share that link with others via e-mail, Facebook, etc.
5. Display a banner/sign at the intersection of Route 103 and New Cut Road. All banners/signs must be approved by Barbara Julian, [barb.julian@glenmarumc.org](mailto:barb.julian@glenmarumc.org), prior to their display, which means it would be wise not to order banners until Barbara has approved them. The county code limits display of one banner to 21 days. Reserve the time period you want the banner/sign displayed with Barbara Julian.

6. Ask to have the event publicized on Glen Mar's outside marquee. This is limited to church-wide events. Request permission from Barbara Julian, [barb.julian@glenmarumc.org](mailto:barb.julian@glenmarumc.org). (Worship schedule runs on weekends so events will not be publicized then.)
7. To post a notice about your event on the official Glen Mar Facebook page:  
Please e-mail your post to [facebook@glenmarumc.org](mailto:facebook@glenmarumc.org). You can include logos and pictures.  
To create a Facebook event on Glen Mar's official Facebook page:  
Please contact [communications@glenmarumc.org](mailto:communications@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).  
**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.*
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. Glen Mar has a flickr account. Send photos for uploading to [flickr@glenmarumc.org](mailto:flickr@glenmarumc.org). It is requested that you limit the number of photos for one event to 25.
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. Some lists have already been compiled - check with Glen Mar office for these lists. If the list does not designate that permission is granted for Glen Mar-sponsored events, then e-vites or e-mails can only be sent for the same event or a similar event that the participant attended.
12. Post fliers
  - a. Howard Community College will post three fliers around campus for you. E-mail the flier to [studentlife@howardcc.edu](mailto:studentlife@howardcc.edu). If you have questions, call 443-518-1420.
  - b. You can also post fliers 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 fliers 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 fliers should be 8 ½- x 11-inches (vertical or horizontal) or smaller. Fliers can stay up as long as six weeks. You can also submit fliers at each library branch separately. The library sites are as follows, but some of them may be in the process of renovation and therefore not open:



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 – 410-880-5975.

- 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. The following establishments generally have bulletin boards for public fliers: Starbucks (freestanding ones only, usually not ones inside stores or colleges), Jimmy Johns, and some Giant grocery stores. Suggestion: Take 8 ½- x 11-inch fliers and smaller ones to distribute. Many of these bulletin boards have little space so you may want to use the smaller fliers. Also take thumb tacks, small magnets or scotch tape because items that will hold your fliers are not always provided.
13. Contact other churches in the Baltimore-Washington Conference.
    - a. Email Olivia Gross at [ogross@bwcumc.org](mailto:ogross@bwcumc.org) with a short notice and flier (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 Katie Filano at [kfilano@bwcumc.org](mailto:kfilano@bwcumc.org) with a short notice and flier (optional). Katie may post (she does not guarantee she will post) your information on the Central Maryland District website and then she will email clergy, churches, and church committee chairs in the Central Maryland District a link to that website. Give Katie at least one month's notice before your event.
  14. Email fliers, logos and other graphic designed to [instagram@glenmarumc.org](mailto:instagram@glenmarumc.org) for posting on Glen Mar's Instagram account.
  15. 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 fliers to individual schools. Prior to copying fliers for distribution through the HCPSS or taking fliers to schools, get approval for the flier with these required words on the flier: The content is neither sponsored nor

endorsed by HCPSS. 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 fliers bundled appropriately, you must take permission letter to schools when you deliver fliers. Call Connie Ballenger at 410-796-0290 for further instructions. The Howard County Public School System discourages distributing fliers at individual schools for environmental reasons. Some schools do not accept fliers.

16. Submit calendar events and/or stories to local websites. Some accept pictures, logos, and videos, so have them if possible.

**www.HoCoMoJo.com** - Has calendar listings. It does not like stories before events. Stories will be reviewed before they go live. Calendar listings go live immediately. Must set up a free account. Go to website for information.

**www.howardcounty.com** – Has calendar listings and publicizes articles. Must set up a free account.

**www.Americantowns.com** – Has calendar and volunteer listings but only for city where event is held.

**www.Craigslist.com** – Recommend using Baltimore area. Has events, volunteer and many other listings.

**www.Mdpennysaver.com** – Has online event listings. Click on events.

**www.Eventful.com** - Has event listings.

**www.bizmonthly.com** - Click on calendar of events. List your event date & information.

**www.ellicottcitypatch.com** – Currently is not listing events/calendars. Can send bulletin notice. There is a list of various cities you can send your notice to simultaneously on this website. Check the ones you want.

**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.

**todays1019.cbslocal.com/** – Lists events.

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

**bwcumc.org** – This is a Baltimore-Washington Conference of the United Methodist Church listing. The categories are local church, community, employment, for sale, and free. Go to Local Church Classifieds and create a login. After that, go to Welcome and your user name. Fill out and submit information. After you submit your information, you can add up to 15 pictures. Listing will be viewed by an administrator before it goes live.

**www.BaltimoresChild.com** – Has an online events calendar. Go to Calendar and then submit an event.

**www.totallyHoco.com** – This is only for Howard County events. Go to upper right corner of this website to find the green “Post Your Event” button. Displays an online events calendar 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).

**www.runhoco.com** (only for race events). For questions regarding race submissions, contact Danny at [dserpico34@outlook.com](mailto:dserpico34@outlook.com).

17. Mail other local churches information or fliers. Call Connie at 410-796-0290 for church addresses.
18. Mail private schools information or fliers. Call Connie at 410-796-0290 for school addresses.
19. Deliver fliers to homes.
20. Advertise on **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 Leslie Silverman at [leslie@certifikid.com](mailto:leslie@certifikid.com) for information.
21. Press Releases & Calendar Event Items Can be Sent to the Following Local Media  
**Columbia Flier/Howard County Times – allow at least 2 weeks**  
501 N. Calvert Street, Third Floor, Editorial, Baltimore, MD 21278  
E-mail Press Releases: [jgibbons@tribune.com](mailto:jgibbons@tribune.com)  
Submit calendar events to <http://events.baltimoresun.com/events/new> You may be redirected to a sign-in page for The Baltimore Sun where you create an account before proceeding. Images up to 5MB in .jpeg, .png and .gif file formats will be accepted.

Submissions will be published on the website and online notices will be considered for inclusion in the Columbia Flier and Howard County Times.  
Phone number: 410-332-6347

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

Attention: Jim Joyner, 501 N. Calvert Street, Baltimore, MD 21278

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

E-mail Calendar or Volunteer Items: [howard.events@baltsun.com](mailto:howard.events@baltsun.com)

Phone: 410-332-6000

**Baltimore Sun Wknd** – a magazine that is published Fridays in the Baltimore Sun. For classical music, theater, festivals, and other events, e-mail [lsears@baltsun.com](mailto:lsears@baltsun.com). For pop music, jazz, visual art and comedy, e-mail [lclefavor@baltsun.com](mailto:lclefavor@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

1150 15<sup>th</sup> Street NW

Washington, D.C. 20071

The Washington Post sends out a Saturday email with a list of religious events. Submission with event name, dates, times, exact address, prices and a publishable telephone number must be received at least one week prior to the Saturday publication, and all the requested information must be in the submission. Email to Gerri Marmer at [Marmerg@verizon.net](mailto:Marmerg@verizon.net) (preferred) or [Gerri.marmer@washpost.com](mailto:Gerri.marmer@washpost.com). The phone number is 301-868.2008.

The Washington Post's weekly religious events listing can be found at [https://www.washingtonpost.com/local/social-issues/religion-events-from-around-the-washington-area/2016/01/08/133249ba-b4ca-11e5-9388-466021d971de\\_story.html](https://www.washingtonpost.com/local/social-issues/religion-events-from-around-the-washington-area/2016/01/08/133249ba-b4ca-11e5-9388-466021d971de_story.html)

**Soundoff!** (newspaper in Fort Meade)

Visit <http://www.ftmeade.army.mil/> and click on the Press Center tab. Once you are in the Fort Meade Press Center, click on PA services, story or promotion request and electronic inquiry form. Inquiry forms should be submitted at least two weeks before the date of the event.

**Ellicott City neighborhood column** that is published in Howard County Times –

Contact Lisa Gueli Regnante at [lisagueliregnante@verizon.net](mailto:lisagueliregnante@verizon.net) or call 410-480-1928.

**The Business Monthly** (published monthly)

E-mail: [news@bizmonthly.com](mailto:news@bizmonthly.com)

Phone: 410-740-7300

**Coffee News** – publishes notices for events free but may try to get you to take a paid ad. This publication is located at many businesses in the Ellicott City and Columbia areas. Event must be free or in conjunction with a business that already advertises in Coffee News. This resource should be used only for major events because it limits how often they publish notices from a particular organization. Contact Pastor Jen Eschliman at 410-465-4995 ext. 215 to request permission to use this resource.

**Baltimore's Child** – Serves Baltimore City, N. Anne Arundel, Baltimore, Carroll, Harford and Howard counties. Website is [www.BaltimoresChild.com](http://www.BaltimoresChild.com). Call 410-367-5883 for information. Melanie O'Brien is calendar editor. Call her at 410-542-4166 or e-mail her at [Melanie@BaltimoresChild.com](mailto:Melanie@BaltimoresChild.com). The print deadline for its free monthly calendar is the first of the month, prior to the event. However, you can submit your event online up to six months in advance. Joyce Heid is Camp Fair/ Directories Coordinator. Contact her at [Joyce@BaltimoresChild.com](mailto:Joyce@BaltimoresChild.com) or 410-439-0532.

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**

News Director: Kelly Groft  
6400 York Road  
Baltimore, MD 21211

Phone: 410-377-2222  
Fax: 410-377-5321

**Channel 11 – WBAL TV**

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

Phone: 410-467-3000  
Fax: 410-338-6526

**Channel 13 – WJZ- TV**

Tanya Black  
Television Hill  
3725 Malden Avenue  
Baltimore, MD 21211  
E-mail Tanya Black at [TBlack@WJZ.com](mailto:TBlack@WJZ.com)

Phone: 410-466-0013  
Fax: 410-578-0642

**Fox 45 – WBFF TV**

2000 W. 41<sup>st</sup> Street  
Baltimore, MD 21211  
E-mail [news@foxbaltimore.com](mailto:news@foxbaltimore.com)

Phone: 410-467-4545  
Fax: 410-467-5093

**WBAL Radio 11**

Yvette Hale  
3800 Hooper Avenue  
Baltimore, MD 21211  
E-mail Yvette Hale at [Yhale@Hearst.com](mailto:Yhale@Hearst.com)

Fax: 410-338-6675

Phone Ms. Hale: 410-338-6637

**98.Rock Radio**

3800 Hooper Avenue  
Baltimore, MD 21211

E-mail: [lsmyth@hearst.com](mailto:lsmyth@hearst.com)

Phone: 1-800-767-1098

**WPOC Radio**

Program Director Meg Stevens  
711 W. 40<sup>th</sup> Street, Suite 350  
Baltimore, MD 21211

Phone: 410-366-1555

Fax: 410-235-3899

**101.9 lite FM Radio**

Diane Lyn  
1423 Clarkview Road  
Suite 100  
Baltimore, MD 21209  
E-mail Ms. Lyn: [DianeLyn@1019litefm.com](mailto:DianeLyn@1019litefm.com)

Phone: 410-296-1019

Fax: 410-821-5482

[www.1019litefm.com](http://www.1019litefm.com)

**WGTS 91.9 Radio** (Christian station)

7600 Flower Avenue  
Takoma Park, MD 20912

Phone: 800-700-1094

22. Advertising Camps – will have to pay

**Press Box Sports Newspaper in Baltimore**

Has camp guides in February, March, and April issues  
Includes summer camp section on Press Box website, Press Box Online, and gives  
radio mentions on ESPN (1300) and more

<http://www.PressBoxOnline.com>

Gail Green, Press Box Sports Media Group

[gailg@pressboxonline.com](mailto:gailg@pressboxonline.com)

410-812-0669 (cell)

**Maryland Summer Camp Directory**

[www.maryland-summercamps.com](http://www.maryland-summercamps.com)

Kate Mannherz

5214 Anthony Avenue

Baltimore, MD 21206

410-485-6559

**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@altsun.com](mailto:advertise@altsun.com)

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

Connie Ballenger compiled this Publicity Resource Guide and keeps the master list. It was last updated 3/2017. 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.