

# GLEN MAR PUBLICITY RESOURCE GUIDE

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.

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CONTACTS:

Melaina Trice: As of March 7, 2024, Rev. Melaina Trice is our Pastor for Worship & Communications. She is referenced through out this document. Her email address is [Melaina.Trice@glenmarumc.org](mailto:Melaina.Trice@glenmarumc.org). Her last scheduled employment date as of today is June 9, 2024. The next pastor for Worship & Communications will have a similar email made up of **first.lastname@glenmarumc.org**.

Pastor’s Assistant: Mary Ellen Conley – 443.341.2156 (direct line)  
[Mary.Conley@glenmarumc.org](mailto:Mary.Conley@glenmarumc.org).

## Important Information Before Finalizing Your Event Date and Time

Prior to ANY publicity on an event happening at Glen Mar Church, your event needs to be officially scheduled AND APPROVED in our Facilities Management System, eSPACE.

First, check the “Internal Calendar” on the “My Glen Mar” page 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 church 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 Use Request Form, even if your event is off-site. This will help prevent conflicts to your event. To access the Facilities Use Request Form, visit <https://glenmarumc.org/my-glen-mar/> and then click on “Facilities Scheduling.” For detailed information on Facilities Scheduling at Glen Mar, visit <https://glenmarumc.org/facilities-scheduling/>.

## Important Information Before Starting Publicity

This document includes many resources in which 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.

**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 an event or blog is posted on the website. Use publicity forms to submit information. To access the forms, visit the “My Glen Mar” page at <https://glenmarumc.org/my-glen-mar/> and then click on “Documents and Policies.” Please wait for a confirmation email from the webmaster that your event or blog has been posted before proceeding with any publicity that refers to the website and use the correct website URL address for your event.

## Childcare

Childcare can only be requested by sending an email to the Childcare Coordinator, 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, the Pastor for Worship & Communications can set up a Zoom account that can be loaded on cell phones, personal computers and Apple computers and devices. Contact Pastor Melaina at [Melaina.Trice@glenmarumc.org](mailto:Melaina.Trice@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 the Pastor for Worship & Communications or 410.465.4995 ext. 215. You might want to include inclement weather postponement or cancellation information on your flyers. After all information to be placed on the flyer is received, 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:

1. 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.
2. 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.*

3. Email Connie Ballenger at [pubguide@glenmarumc.org](mailto:pubguide@glenmarumc.org) if you want information about volunteers who might take pictures at your event.

## Information about Inclement Weather Postponements

Glen Mar Church and the Early Learning Center do not conform to the Howard County Public School System closing policies. They may be open when the HCPSS is closed or delayed, and they may be closed when the HCPSS is open.

Check the church website for information about cancellations or delays. If the church is closed or has a delayed opening, that information will be posted on a bar at the bottom of all pages on the Glen Mar website <https://glenmarumc.org>.

If your event is scheduled to be held at Glen Mar, it will not be held if the building is closed for inclement weather. If people have pre-registered for an event, the event leader would be responsible for notifying those who have registered.

If you have created a Facebook event, you may wish to notify invitees by posting an update there. You can also request that postponement/cancellation information be posted on Glen Mar's Facebook page by sending an email to [facebook@glenmarumc.org](mailto:facebook@glenmarumc.org).

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.)

## Resources That Will Go Primarily to Glen Mar Folks

### 1. Publicity Forms

Use publicity forms to send information to be posted on the Glen Mar website. To access the forms, visit <https://glenmarumc.org/my-glen-mar/> and then click on Documents & Policies. Click on the most relevant of the three publicity request forms: event (appropriate if you are planning an event), blog, or website change. You will be emailed a confirmation that your publicity request submission was received, but it may go to your spam folder. The publicity forms are received by the Pastor's Assistant. If you do not hear from her, give her a call at 443.341.2156.

**IMPORTANT NOTE:** The above forms have been designed to save time, consolidating the process to request most Glen Mar publicity elements into one form. If you start with these forms and include requests for a bulletin announcement, ministry spotlight, and social media, you do not need to follow the steps below for those elements. Be sure all essential information is posted on the website before releasing other publicity.

### 2. Worship Bulletin Announcement

Submit a bulletin announcement, 50 words or less, for the Sunday Worship services by emailing [announcements@glenmarumc.org](mailto:announcements@glenmarumc.org). The deadline is noon on Wednesday for that weekend's bulletin. Note that if you used one of the publicity forms and included details for a bulletin announcement, you do not need to submit a separate request this way.

**IMPORTANT NOTE:** If you intend to place an announcement on the church website or provide online registration for your event, see that those are set up *prior* to sending information to the bulletin that refers to the website announcement or the online registration. (See step 1 in this section to begin the process of getting website information posted.)

### 3. Worship Pre-Service Slide Announcement

**Seek a Pre-Service Slide announcement** (a visual notice shown before the Live Stream online service and on screens in the Spirit Center during the in-person worship service). Your ministry should have this automatically if you have been approved for a Spotlight Ministry. If you want a Pre-Service Slide without a Spotlight Ministry or if you want it on a weekend before your Spotlight Ministry, send a brief notice to [announcements@glenmarumc.org](mailto:announcements@glenmarumc.org). This should be done by noon on Wednesday to show at the Sunday service 11 days later. If creating your own graphic, submit a slide to [announcements@glenmarumc.org](mailto:announcements@glenmarumc.org) by 9 a.m. on Wednesday to get in the next Sunday. Pre-Service Slides also go on the announcements that are shown during the week on the Café Left TV in the Gathering Place and the Youth Lounge Right TV (if they work).

**IMPORTANT NOTE:** If you used one of the publicity forms and included details for a bulletin announcement, you do not need to submit a separate request this way.

### 4. Worship Spotlight

**Request a Spotlight** - which can include a table in the Gathering Place after worship services and having your event or activity verbally mentioned or a video displayed during both worship services. Make email requests with desired dates, ministry name and a two-sentence write-up in advance to [spotlight@glenmarumc.org](mailto:spotlight@glenmarumc.org) no later than Wednesday at 9 a.m. before your requested Sunday. Requesters should ask for no more

than two weekends per activity although exceptions may be made. Generally, up to three Spotlight Ministries will be approved for each weekend. If your request is approved, someone from your ministry should staff a table in the Gathering Place at all services during your approved weekend(s) and your slide will be shown on screens in the Spirit Center and as an online notice during worship services on your approved weekend(s). In addition, your ministry announcement will be made during the worship service **or** a video that is no more than 2 minutes long will be shown. The video should be submitted by 9 a.m. on Wednesday before your Spotlight. For directions on where and how to upload the video, email [spotlight@glenmarumc.org](mailto:spotlight@glenmarumc.org). 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 <https://pdfs.glenmarumc.org/Gathering-Place-Policy.pdf>.

**IMPORTANT NOTE:** If you used one of the publicity forms and included details for a bulletin announcement, you do not need to submit a separate request this way.

#### 5. The Messenger – Quarterly Newsletter

Write an article and get coverage in Glen Mar’s Messenger. The Messenger will pick up events/blogs that have already been submitted to the website. If you have new articles, photos, experiences, invitations or ads to share, email [messenger@glenmarumc.org](mailto:messenger@glenmarumc.org). Articles should not exceed 500 words. The Messenger is a quarterly newsletter published on

- February 1 for Feb, Mar, Apr – Submissions due January 15
- May 1 for May, Jun, Jul – Submissions due April 15
- August 1 for Aug, Sep, Oct – Submissions due July 15
- November 1 for Nov, Dec, and Jan – Submissions due October 15

#### 6. Gathering Place Display Rack

Place brochures, info cards, or flyers on the display rack on the chapel wall, in the Gathering Place.

#### 7. Email Flyer PDF

Email PDF flyers for your event to every member of your committee/team. Ask them to email the flyers to friends and relatives.

#### 8. Visit a Growth Group

Visit a growth group meeting for a “meet & greet” or a quick promo of your event. Contact our Pastor’s Assistant or visit <https://glenmarumc.org/adult-growth-groups/> to get a list of existing growth groups with meeting times and locations. Ask permission of the group in advance.

#### 9. 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/my-glen-mar/> click on the “Facilities Use Request Form” and make sure to publicize in the worship bulletin and screens after your facilities request has been approved.

#### 10. Children & Family eNewsletters

Email our Minister for Children & Family, [juliette.metakes@glenmarumc.org](mailto:juliette.metakes@glenmarumc.org) with notices, flyers, photographs and graphics that are of interest to children and families or

that they can help with for possible inclusion in Glen Mar's *Family Vine* publication for families with fifth graders and younger (nursery, preschool/kindergarten, elementary). This publication is emailed on Wednesdays. These notices should be only two or three sentences with a link to go to or contact information and should be emailed to Margaret at least two weeks in advance of your event or activity.

**11. Middle School & High School eNewsletters**

Email our Ministry Administrative Assistant, [Jen.Rowell@glenmarumc.org](mailto:Jen.Rowell@glenmarumc.org), with items of interest to middle & high schoolers and their families or items that middle & high schoolers help with for possible inclusion in publications which usually come out on Fridays. These notices should be only two or three sentences with a link to go to or contact information and should be emailed at least two weeks in advance of your event or activity.

**12. Place some flyers on the Welcome Center desk.**

(If it's a Glen Mar event, you don't have to check with anyone.)

**13. Realm Connect App – News Feed & Events**

Our church database & communication app has a News feed and an Event Registration module. Both the Pastor's Assistant and the Ministry Administrative Assistant decide which events are posted on the News feed. If your Event requires registration, it can be created on Realm and posted to the News Feed.



## Resources That Will Go Primarily to the General Public

### 1. Publicity Forms

Use publicity forms to send information you would like posted on Glen Mar's website. To access the forms, visit <https://glenmarumc.org/my-glen-mar/> and then click on Documents & Policies. Under the heading "Publicity Request Forms for the Glen Mar Website, click the most appropriate of the three publicity forms. You will be emailed a confirmation that your publicity request submission was received, but it may go to your spam folder.

Be sure all essential information is posted on the website before releasing other publicity because you will not know the correct URL until the information is posted.

### 2. ELC Publications

Contact the Early Learning Center at 410.461.2859 or email [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 or on the ELC door.

### 3. Send Thank-You Emails

Send thank-you emails to people who attended your event. To do this, you need to get email addresses at your event. When getting email addresses, be sure to ask permission on the sign-up sheet to send emails about future Glen Mar-sponsored events.

### 4. Road Side Banners

Request temporary signage (roadside banners) when scheduling your event. Schedule your event at <https://glenmarumc.org/my-glen-mar/> and click on "Facilities Scheduling" and use the "Sign Request Form." 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>.

### 5. Electronic Sign

Currently, and until further notice, the electronic sign may not be used for events. ~~Request use of Glen Mar's outside electronic sign only if you are not requesting temporary signage (roadside banners) at <https://glenmarumc.org/my-glen-mar/> and click on "Facilities Scheduling" and use the "Sign Request Form".~~ Electronic sign usage is limited to events that are open to the public. Information on electronic sign should be no more than four lines with no more than 18 to 20 characters per line (15 to 16 characters per line is better because it leaves a margin). 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. Facebook

- a. To post a notice about your ministry on the official Glen Mar Facebook page, email your post to [facebook@glenmarumc.org](mailto:facebook@glenmarumc.org). You can include logos, graphics and pictures.
- b. If you are requesting a Facebook "event" be posted (as distinct from a normal post), the event must meet the same criteria as an event posted on the Glen Mar website: it

must be something either open to the entire Glen Mar population or open to the community or both. If these criteria are met, the requestor must have a Facebook profile and will be assigned as the event host. 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) our Facebook admin will create the Facebook event and assign the designated person to the host 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, which can be tailored to any budget (more money equals more impressions and/or wider reach). 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 [facebook@glenmarumc.org](mailto:facebook@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 to 60 seconds in length providing basic information in a quick and simple fashion. Submit to [facebook@glenmarumc.org](mailto:facebook@glenmarumc.org).

#### 7. Instagram:

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. They can be horizontal or vertical.

#### 8. Small Signs

Buy small signs for folks to put up. Can buy from [www.SignsontheCheap.com](http://www.SignsontheCheap.com).

#### 9. Invitation Cards

Make and distribute invitation cards about an event to give to people.

#### 10. After Event Website Blog

Submit a blog request with after-event information and up to 20 photos from your completed event. Do this by visiting <https://glenmarumc.org/my-glen-mar/> and then click on Documents & Policies. Click on the "Website Blog Form" and submit it.

### 11. Send e-vites or emails to non-Glen Mar parishioners

A good way to get a list of people who are interested in an event is to take email addresses at an event and use those email addresses the next time you hold the same or a similar event.

### 12. Post flyers in Community

(Also see #20 Retirement Communities in this section.)

- a. Mail three flyers to post on Howard Community College bulletin boards to Thelma Bush, Student Life Associate, Howard Community College, 10901 Little Patuxent Parkway, SA 200, Columbia, MD 21044. Her phone number is 443.518.4857.
- b. You can also post flyers at Howard County libraries. The criteria for placement in Howard County Libraries are 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 410.313.7800  
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. Ask the Welcome Desk if you can post a flyer, and, if so, where.

### 13. Public Bulletin Boards

Many stores and restaurants do not have bulletin boards for the public. You can sometimes 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.

### 14. Publicize 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. Submit stories or notices for possible inclusion in the Baltimore-Washington Conference e-connection to BWC Director of Communications Melissa Lauber at [mлаuber@bwcumc.org](mailto:mлаuber@bwcumc.org).  
*The e-connection is a weekly electronic newsletter.*  
Include your name, church, daytime phone number and/or email address. At least one photo is needed, but you can request a stock photo. The e-connection may accept previously published blog posts. Provide the link.

## 15. Howard County Public School System (HCPSS)

There are two methods. Both must be approved by the HCPSS. The HCPSS encourages the community to distribute announcements electronically rather than in print. Often, electronic notices are more effective than print in reaching target audiences. You can do both.

- a. Electronic Announcements – Go to <https://community-programs.hcpss.org> at least two weeks prior to making your request to publicize your event or activity. Click on “Add Your Program.” Fill out the electronic questions. You will need Glen Mar’s non-profit tax ID number and Determination Letter. To get them, email [Alison.Mannino@glenmarumc.org](mailto:Alison.Mannino@glenmarumc.org). You will need to supply the name and a brief description of your event or activity, the date(s), time(s), and location(s), name of the sponsoring organization, contact number or email address and a link to additional information online if applicable. The HCPSS Public Information Office will post approved announcements on <https://community-programs.hcpss.org>. Schools provide a link to this online list of community notices in school newsletters. Only school specific news goes in the school newsletters.
- b. Print Distribution – Email distribution requests to the HCPSS Public Information Office at [publicinfo@hcpss.org](mailto:publicinfo@hcpss.org) at least two weeks prior to the requested distribution date. Include a copy of the document or announcement to be distributed. That document or announcement must include a statement that the information is neither sponsored nor endorsed by HCPSS or the school. Once the request is approved, the Public Information Office will provide an approval sheet and instructions, and a list of schools with distribution and quantities. Take a copy of the approval sheet and sufficient copies of the approved document with the statement that the information is neither sponsored nor endorsed by HCPSS or the school. The approved copies should be bundled in sets of 30 to distribute to the entire student body for each school where distribution is requested. Alternately, limited quantities of the document may be displayed in school offices, during after-school events or via other venues at the discretion of the school administrator. Distribution is handled on a time and space available basis at the discretion of the school administrator. High schools are less likely to distribute copies than elementary and middle schools.

## 16. Local Websites

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.

[Events.baltimoresun.com](https://www.baltimoresun.com/events/calendar) or <https://www.baltimoresun.com/events/calendar> – has event listings. You will need to get a CitySpark account listing. It can be free but there are options to pay.

[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/ellcottcity> - 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 for a charge.

[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, email [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. Email Connie Ballenger at [pubguide@glenmarumc.org](mailto:pubguide@glenmarumc.org) about Glen Mar’s account.

[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. A notice will automatically be posted in BaltimoresChild.com if you posted on events.baltimore.com

<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. After you have ascertained you can purchase ad space, contact Melaina Trice [melainatrice@glenmarumc.org](mailto:melainatrice@glenmarumc.org) to get ad made to specifications HCAC has provided. Be sure to give HCAC payment and the ad by HCAC’s deadline and give HCAC your ministry’s URL website link so it can link the ad to the website.

<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.

<https://www.guilfordgazette.com/calendar/> - Click on “Suggest an Event” and fill out the form as instructed.

Fort Meade websites and social media – email [Angelita.m.streets.civ@army.mil](mailto:Angelita.m.streets.civ@army.mil) to get notices, pictures and flyers publicized on the Fort Meade websites and social media or to have emails about your event distributed at Fort Meade.

### 17. Local Officials

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

Pub Name	Official	How Often Published	When To Submit	Where to Submit
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 Council Member Liz Walsh	Published periodically plus sends emails periodically	At least three weeks before an event	Wendy Royalty at <a href="mailto:wroyalty@howardcountymd.gov">wroyalty@howardcountymd.gov</a> 410.313.2001
The Opel Jones Legislative Digest	District 2 Council Member 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 Will publicize via social media. Give him Glen Mar's Facebook tag or direct link to the event.
Christiana Rigby	District 3 Council Member Christiana Mercer Rigby	At least once a month	At least 5 weeks in advance	Paige Goldscher <a href="mailto:pgoldscherr@howardcountymd.gov">pgoldscherr@howardcountymd.gov</a> Will publicize via social media. Give her Glen Mar's Facebook tag or direct link to the event.
Deb's District Update	District 4 Council Member 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
District 5 Download	District 5 Council Member 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

### 18. Mail other local churches information or flyers.

Email Connie Ballenger at [pubguide@glenmarumc.org](mailto:pubguide@glenmarumc.org) for church addresses.

## 19. Mail private schools' information or flyers.

Email Connie Ballenger at [pubguide@glenmarumc.org](mailto:pubguide@glenmarumc.org) for school addresses.

## 20. Retirement Communities

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

Retirement Community	What they might Do	How to Send Request	When to Submit Request
Lutheran Village at Miller's Grant 9000 Fathers Legacy Ellicott City 21042	Post flyer on bulletin board, include in newsletter, send bus	Email Director of Resident Life 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)	<b>David.Schuch@erickson.com</b> Manager of Transportation	Prefer two months' notice
Residences at Vantage Point 5400 Vantage Point Road Columbia 21044	Post flyers, send bus (bus does not operate on weekends)	Email Community Life Director Rikia Ceasar at <a href="mailto:ceasarr@vantagepointresidences.org">ceasarr@vantagepointresidences.org</a> who is Community Life Director and Susan Jordan at <a href="mailto:dans@vantagepointresidences.org">dans@vantagepointresidences.org</a> who is Life Enrichment Team Manager, to request a bus and to circulate a flyer. <a href="mailto:smithv@vantagepointresidences.org">smithv@vantagepointresidences.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 Ctr, 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	Vibrant Living Director Michele Schultis 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 912 South Rolling Road, Catonsville 21228 (assisted living facility)	Send a bus with residents	Vibrant Living Director Jazmine Onque at <a href="mailto:jonque@bvsl.net">jonque@bvsl.net</a> or 410.567.0068	At least one month before event

## 21. Deliver Flyers to Homes

## 22. 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 generated by [www.certifikid.com](http://www.certifikid.com). Certifikid will advertise deals via the web, twitter and Facebook.

## 23. Local Media Press Releases & Calendar Events

Submit Press Releases & Calendar Event Items to the Following Local Media

**Columbia Flier/Howard County Times** – allow at least 2 weeks

300 E. Cromwell Street, Baltimore, MD 21230

Submit electronically to [Events.baltimoresun.com](mailto:Events.baltimoresun.com) or

<https://www.baltimoresun.com/events/calendar> as directed in #15 in this section.

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

If you have submitted electronically to the Columbia Flier/Howard County Times, you have also submitted to The Baltimore Sun – Howard County section. Phone:

410.332.6000

**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, Phone:

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 in this section. Call 410.902.2300 for information about getting a notice in the magazine calendar listing.

**TELEVISION/RADIO:** 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 – can submit online or email [newsroom@wmar.com](mailto:newsroom@wmar.com) or [storyideas@wmar.com](mailto:storyideas@wmar.com)

**Channel 11 – WBAL TV**, 3800 Hooper Avenue, Baltimore, MD 21211

Email: [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

**Fox 45 – WBFF TV**, 2000 W. 41<sup>st</sup> Street, Baltimore, MD 21211

Phone: 410.467.4545; New Tipline: 410.467.5595

Send press releases to [news@foxbaltimore.com](mailto:news@foxbaltimore.com)

**98 Rock**, 3800 Hooper Avenue, Baltimore, MD 21211

Email: [studio@98online.com](mailto:studio@98online.com); Phone: 410.467.3000; Text: 410-338-1098



**101.9 FM Radio (CBS) WLIF** Radio Audacy Maryland, LLC, 1423 Clarkview Road, Suite 100, Baltimore, MD 21209 Website: [www.audacy.com](http://www.audacy.com);  
Studio Phone: 410.823.1019; Office Phone: 410.825.1000

**WGTS 91.9 Radio** (Christian station), 2099 Gaither Road, Suite 105, Rockville, MD 20850  
Phone: 800.700.1094 (See [www.wgts919.com](http://www.wgts919.com) under #17 in this section for information for posting on this station's online community calendar.)

24. **Local Facebook Groups**

Check Facebook for local groups that might be interested in your event (general examples: children, jewelry, food insecurity) and get in touch with those groups.

25. **Nextdoor**

Email short notice and/or picture and a Glen Mar link to your event to [pubguide@glenmarumc.org](mailto:pubguide@glenmarumc.org) to have someone from Glen Mar submit them to Nextdoor, a free hyperlocal social networking service for neighborhoods. If you have a Nextdoor account, you can submit the notice yourself.

26. **Glen Mar's You Tube Chanel**

Post a short video about your Glen Mar event on Glen Mar's YouTube channel. Contact Chad Sellers at [chad.sellers@glenmarumc.org](mailto:chad.sellers@glenmarumc.org) to have your video posted. Only videos that Glen Martians created and that contain no copyrighted material that Glen Mar does not have rights to can be posted. Include the link to your video on your publicity such as websites, Facebook and flyers.

27. **Volunteer Match**

Check Volunteer Center Serving Howard County website page <https://www.volunteermatch.org/search/org26244.jsp> if interested in recruiting volunteers from outside Glen Mar for your event.

28. **Paid Advertising**

Check paid advertising that 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.

29. **Advertise for 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 email [advertise@baltsun.com](mailto:advertise@baltsun.com).

Mary Ellen Conley, Pastor's Assistant at Glen Mar compiles this Publicity Resource Guide and keeps the master list. It was last updated March 8, 2024. If you have any additions, deletions, or changes to this guide, please contact Mary Ellen at [mary.conley@glenmarumc.org](mailto:mary.conley@glenmarumc.org).