



# Home School Association Publicity

## WHO YOU ARE...

Public Relations arm of your school

Public Relations is a planned effort to influence opinion

## WHAT IS YOUR JOB...

- Promote your school
- Increase understanding between your school and its publics
- Build relationships with your school's publics

# WHO ARE YOUR PUBLICS?

- School Families
- Parish Families
- Diocese
- Local Community
  - People and Businesses
- Public at Large

# TWO METHODS TO OBTAIN PUBLICITY

- Advertisement- paid communication
  - Newspapers
  - Direct Mail – brochures; postcards
  - Billboards
  - Radio
  - Cable Television
  - Magazines
  - Web advertisements

# Publicity

Publicity – free advertising; more effective

## School Families

- Emails - Constant Contact
- Flyers
- Weekly Packets to Parents

## Parish Families

- Parish Bulletin
- Parish newsletter or magazine

## Diocese

- The Catholic Spirit

# The Local Community & General Public

## Newspapers

- Daily
- Weekly

## Cable Television

## Radio

## Remember:

Find out the name of the reporter who covers your town

Make sure you are aware of deadlines, esp. with weeklies

When you call a reporter be sensitive to his/her deadline

You are the publicity chair not the spokesperson for the school

# How to Reach the Media

- Cable Television
- Event Listing
- Press Release
- Photo Opportunity
- Media Advisory



## DIocese of METUCHEN

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### CABLE BULLETIN BOARD

- Event:** Diocese of Metuchen Legislative Advocacy Workshop
- Date:** Saturday, September 25
- Time:** 9 am – Noon
- Location:** St. John Neumann Pastoral Center  
146 Metlars Lane, Piscataway
- Purpose:** Learn how to effectively communicate with elected officials  
about issues that impact Catholic citizens
- Cost:** \$5 per person
- Information:** [www.diometuchen.org](http://www.diometuchen.org) or 732-562-1990 ext. 1305

FOR MORE INFORMATION CONTACT  
JOANNE WARD, DIRECTOR OF COMMUNICATIONS  
732-562-2461 / 732-407-3555 (cell)  
[jward@diometuchen.org](mailto:jward@diometuchen.org)



**DIOCESE OF METUCHEN**

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## Community Calendar

**Event:** Diocese of Metuchen – Evening of Legislative Dialogue

**Date:** Tuesday, Apr. 20, 7 – 9:30 pm

**Location:** St. Helena School, 930 Grove Avenue, Edison

**Cost:** Free

**Highlights:**

Learn about legislation and issues that are of concern to the Catholic community in the Diocese of Metuchen.

Legislators will be present to hear concerns of the Catholic community related to social concerns/social justice, catholic schools, and respect life issues.

To register or for information please call 732-562-1990 ext. 1543 or visit [www.diometuchen.org](http://www.diometuchen.org).

# # #

FOR MORE INFORMATION ABOUT THIS RELEASE, PLEASE CONTACT

JOANNE WARD

732-562-2461

732-407-3555 (cell); 732-463-8135 (home)

[iward@diometuchen.org](mailto:iward@diometuchen.org)

[www.diometuchen.org](http://www.diometuchen.org)

# PRESS RELEASE

- Written in article format
- Article is written by you not a reporter
- Send on school letterhead
- Explains event/project/program that has taken or is taking place
- All information is objective; no opinions
- Quotes may be included



**DIOCESE OF METUCHEN**

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## **PRESS RELEASE**

### **Diocese of Metuchen to celebrate Annual Blue Mass**

Bishop Paul G. Bootkoski will serve as principal celebrant and homilist of the Diocese of Metuchen's ninth annual Blue Mass to be held at St. Stephen Church, Perth Amboy, Wednesday, September 29, 10:00 a.m.

The Mass honors all active, retired and deceased law enforcement officials from Somerset, Middlesex, Hunterdon and Warren, the four counties served by the diocese. Federal, state, county and local police, sheriff and corrections departments along with members of the Port Authority Police Department will be participating in the Blue Mass.

"It is fitting that we pay tribute to these fine men and women who serve our local towns and communities and ask God's blessings on all who serve in law enforcement. They dedicate their lives to protecting others, and in doing so are called upon to make many sacrifices, some even the ultimate sacrifice," the Bishop said.

This year the Mass will include a 21 gun salute and after the Mass there will be a flyover by a State Police aircraft as Bishop Bootkoski blesses and reviews the officers. A lunch reception will follow immediately afterward in the school cafeteria located next to the church.

"With bagpipers, color guards, commemorative pins and a special liturgy, our Blue Mass is truly inspiring. We hope officers of all faiths will attend and invite the public to join us in honoring those who serve us through law enforcement," Bishop Bootkoski said.

For more information, visit [www.diometuchen.org](http://www.diometuchen.org) or call (732) 562-2461.

# # #

August 13, 2010

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# PHOTO OPP/MEDIA ADVISORY

- Visits to school by an dignitary, scholar, author,
- Students doing service projects, etc.
- School is having special event
- Invitation to an event that is very visual or important
- Plan photo spot: interesting background, good lighting
- Explain why media should cover event
- Include all information



## DIocese of METUCHEN

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### PRESS ADVISORY/PHOTO OPP

On Monday, March 29, Bishop Paul G. Bootkoski will celebrate the ancient, grace-filled Chrism Mass at 7:30 p.m. at St. Francis of Assisi Cathedral. All priests of the diocese will concelebrate this Mass which will also be attended by representatives of all 108 parishes.

The procession wherein the oils are brought to the altar; the Bishop blessing the Oils; and the Priests Renewal of Commitment are all very visual.

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Event:           CHRISM Mass  
Date:            Monday, March 29, 2010  
Time:            7:30 p.m.  
Location:        St. Francis of Assisi Cathedral

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#### OF NOTE:

At this Mass, the Bishop will bless the Holy Oils which each parish receives for their rites of anointing. St. Ambrose (340-397) began this custom – which we now call the Chrism Mass – in his Cathedral in Milan. These Holy Oils, which are used to sanctify the Faithful, have been channels of holiness for centuries!

The Oil of Catechumens is used to anoint the chest of infants and hands of adult before their Baptism; the Oil of the Sick is used on the forehead and hands of the infirm in the Sacrament of the Anointing of the Sick; and Sacred Chrism is used to anoint the head of the newly baptized, the foreheads of confirmandi, the hands of a priest at his ordination, the head of a bishop at his ordination, and the altar and walls of new churches. These Oils are kept in an ambry; the Latin word armarium means cupboard or chest.

At the Mass, all priests make a Renewal of Commitment to Priestly Service, recommitting themselves to the Bishop and to their ministry to God and His People' the Bishop and all Priests will ask the people for a pledge of their prayerful support.

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# GENERAL MEDIA TIPS

- Simple at a glance info
- Send as a word document
- Do not send flyer instead of release
- Put most important information first –  
pyramid style
- Contact name; phone no., email
- Proof read release; check spelling & grammar
- Make sure you have photo permission

# WHEN TO SEND & WHAT-AFTER SENDING INFORMATION

## Post sending

1. For a photo opp or media advisory, call two days before event or activity
2. Have a copy of what you sent in front of you
3. Ask if event will be covered; don't pressure
4. If a reporter can't come, if feasible ask offer to set up an interview or photo before or after event
5. Ask if you can send a photo