



EVENT PUBLICITY GUIDELINES

No announcements will be promoted in any format to the congregation without:

- Approval from the Ministry Leader AND Staff Department Head
- Confirmation of facility request (*location is needed for announcement*)

To submit this form, place it in the Staff/Administration mailbox in the Ministry Mail Room (Room #3 on Chapel Side), fax to Mount Zion at **336-373-4224**, or mail it to Mount Zion.

Mount Zion Baptist Church • Event Publicity Form • 1301 Alamance Church Road • Greensboro, NC 27406

Mount Zion Baptist Church reserves the right to edit or omit items submitted for guideline reasons, space, etc.

ADDITIONAL WEEKLY BULLETIN AND SILENT POWERPOINT GUIDELINES

- Bulletin announcements are printed weekly. Entries have a 65-word maximum.
- Silent PowerPoint* entries are restricted to ONE slide, which covers basic event information. (Note: This slide may also be used in the Ministry Highlights...more details in next section.)
- Bulletin and Silent PowerPoint **submissions are due Monday by noon** and will run for two weeks or as space permits.

**Silent PowerPoint excludes voiceovers and air before services in the Sanctuary and after services in the Lobby.*

ADDITIONAL POWERPOINT GUIDELINES

- **Ministry Highlights** is a grouping of brief PowerPoint announcements with its sole purpose being to reinforce and bring attention to an upcoming event. All ministry PowerPoint Presentations must be submitted **complete** and accompanied by **signed** Event Publicity form. **All ministry PowerPoint presentations must be approved by the respective staff liaison for the ministry. Unapproved presentations will be returned for approval. See other side for form.**
- **Completed** PowerPoint announcements must be limited to **one** slide per presentation. Information on the slide(s) should consist of 4 W's. **What, When, Where, and Who should be contacted.** A **brief script** should accompany your announcement.
- All presentations **must be submitted** no later than **5:30pm, Monday, 10 business days prior to its intended airdate.** The announcement should be submitted via email, waded@mtzbc.com. Announcements will run for 2 consecutive weeks. If you should need additional airtime, please note that on your request form. **Note:** Due to our growing church body and its increasing ministry needs, additional airtime is not guaranteed. All presentations will be shown, however, priority will be given according to event date.
- To insure visibility of your presentation, all fonts should be at least **32 pt. in size and made bold.** Your headline should be larger. Use no more than two fonts per slide. Color of font is also key in a successful presentation. Do not use dark font on dark backgrounds or light font on light backgrounds.
- Clip Art and pictures may be placed to enhance your announcement, but please limit the number used so that your slide may not appear to be too "busy". Furthermore, do not "over accessorize" your slides with animation. **Tip:** Always use the KISS principle (Keep it Simple and Straightforward). More is not always better.
- The media ministry reserves the right to edit your PowerPoint presentation as needed, however, incomplete presentations or any presentation requiring excessive changes will be returned and may cause a delay in your airdate.
- PowerPoint presentation shown during "*Special Presentations*" (anything shown outside of ministry highlights) must be submitted by **Monday, the week of airing.** All other media requests used for *Special Presentations*, such as video presentations, **must be submitted two weeks in advance.**

ADDITIONAL WEBSITE GUIDELINES

- Events will be posted no more than a month in advance of the event date unless space permits.
- **Submissions are due Monday and must be submitted** no later than **5:30pm, 20 business days prior to the event in order to get adequate exposure.** Events will be posted on the site at the discretion of the church administration in chronological order. Church administration reserves the right to correct or omit and website submissions.

Check all media types desired:

- | | |
|---|---|
| <input type="checkbox"/> Weekly Bulletin | <input type="checkbox"/> Special Presentations* (PowerPoint) |
| <input type="checkbox"/> Silent PowerPoint (before services and in lobby) | <i>Submissions are due two Mondays prior to desired airdate – 10 business days.</i> |
| <input type="checkbox"/> Website | <input type="checkbox"/> Special Presentations* (Video) |
| | <input type="checkbox"/> Ministry Highlights (PowerPoint) |
| | <i>Submissions are due two Mondays prior to desired airdate – 10 business days.</i> |

**Special PowerPoint/Video Presentations are items shown during worship service outside of ministry highlights and are determined by church administration.*

Today's Date: _____ Desired Post/Air Date(s): _____

Ministry/Group Name: _____

Contact Person: _____ Daytime Telephone: _____

Ministry Leader: _____ Staff Department Head: _____
Signature *Signature*

EVENT INFORMATION

Event Name: _____ Date: _____

Time: _____ Location: _____

Event Details: (include - description, purpose, cost, registration deadline, contact information)

NOTE: Failure to include all pertinent information that addresses the who, what, when, where and why's of your event may cause delays. Please PRINT CLEARLY your announcement/voiceover script information below or TYPE the information on a separate sheet of paper. Non-legible forms may also cause delays.

IN SUBMITTING THIS FORM, I HAVE READ AND UNDERSTAND THE GUIDELINES.