

This Publicity Worksheet is a tool to help organize and support future events hosted or in participation with St. Patrick Catholic Parish. Please fill it out as much as possible and email to [marketing@stpatspasco.org](mailto:marketing@stpatspasco.org) or drop it off at the parish office. Once the completed worksheet is submitted, a marketing member will contact you to discuss details regarding your event. *Please submit this form at least 6 weeks before your event.*

1. Name of the Event

Is this a working name?  yes  no --- OR --- Do you need a name?  yes  no

2. Who is /are the Point(s) of Contact?

Name	Phone Number	Email Address

3. Tell us about your event: *Please write a brief description of your Event. (i.e. who and what?)*

What groups are you trying to reach?

- Everyone*                       *Adults*  
 *Children*                       *Men*  
 *Youth*                               *Women*

When is the event?

\_\_\_\_\_

When will/did you begin planning this event?

\_\_\_\_\_

Will this event be bilingual?

- Bilingual*  
 *English Only*  
 *Spanish Only*

What resources do you have?

- Contacts*                               *Documents*  
 *Pictures*                               *Original Artwork*  
 *Links*                                       *Other Resources*

How many people do you want to reach?

- 0-100*                                       *500+*  
 *100-250*                                   *Our Parish*  
 *250-500*                                   *Our Community*

4. Is there any other details/information that we should know about?

For Marketing Team Members Only

Where should the publicity appear?

- Radio*                                       *Web*  
 *Mail*                                         *Newspaper*  
 *Television*

Print Media

- Brochures*                                   *Note Cards*  
 *Letterhead*                                   *Postcards*  
 *Sign*     *Mailers*  
 *Poster*     *Church Bulletin*  
 *Business/Calling Cards*

Web Media

- Campaign*                                   *Facebook*  
 *Twitter*                                         *Email*  
 *Event (Calendar/Post)*                   *Other*  
 *Banner*

Broadcast

- Press Release to media*                   *Television/Radio*  
 *Announcement to Parish*