

## The Many Ways to Promote Your UU of SCV Event or Activity

First determine your target audience(s) and your goals – they will help you select the promotional avenues best suited for the church activity, event or achievement you wish to promote. Please consult with the UU of SCV Outreach Team if you have questions or concerns.

	Promotional Opportunity	Internal	External	Notes, Assistance
1.	Church newsletter	X		Submit article to UU of SCV Newsletter editor
2.	Church calendar online	X	X	Submit brief details to UU of SCV Web Master
3.	Church Website	X	X	Consult with UU of SCV Web Master
4.	Church bulletin board	X		Post your own info or flyer
5.	Flyers	X	X	UU of SCV Webmaster has logos, etc. for proper branding
6.	Announcement in church	X		Complete a "Church Calendar Reminder" form on Sunday. <i>Subject to Announcements policy</i>
7.	Short skit(s) during or after services	X		Consult with UU of SCV Worship Team
8.	Tell friends and family		X	Call people & talk it up!
9.	Letter to the editor (Signal, Daily News, LA Times)		X	Consult with UU of SCV Outreach Team
10.	News release		X	Consult with UU of SCV Outreach Team
11.	ValleyNews.com (Online edition of Daily News)		X	<a href="http://www.valleynews.com">www.valleynews.com</a>
12.	Local magazines (including "calendar" sections)		X	InsideSCV ( <a href="http://www.insidescv.com">www.insidescv.com</a> ), 661 Magazine ( <a href="http://www.661mag.com">www.661mag.com</a> ); SCV Living ( <a href="http://www.The-Signal.com">www.The-Signal.com</a> ); Magazine of Santa Clarita ( <a href="http://www.santaclaritamagazine.com">www.santaclaritamagazine.com</a> ); others?
13.	SCV Free Classifieds (Community Announcements)		X	<a href="http://www.scfree.com">www.scfree.com</a>
14.	City of Santa Clarita Community Calendar		X	<a href="http://www.santa-clarita.com/cityhall/cmo/calendar/submit.asp">www.santa-clarita.com/cityhall/cmo/calendar/submit.asp</a>
15.	Printed Post Cards		X	Consult with UU of SCV Outreach Team
16.	Paid print advertising		X	Consult with UU of SCV Outreach Team
17.	Cable TV (Community Calendar or Ch. 20)		X	Consult with UU of SCV Outreach Team
18.	Radio Spots (Public Service Announcements)		X	Consult with UU of SCV Outreach Team about radio station KHTS
19.	UU World (UUA magazine)	X	X	<a href="http://www.uuworld.org/about/submissionguidelines.shtml">www.uuworld.org/about/submissionguidelines.shtml</a>
20.	PSWD publications	X	X	<a href="http://www.pswduua.org/pages/newsletter.php">www.pswduua.org/pages/newsletter.php</a>
21.	Notices to other UU Churches		X	E-mail addresses available at <a href="http://www.uua.org">www.uua.org</a>