

# Oakdale Baptist Church Publicity Committee

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## Mission Statement and Goals

The primary mission of the Oakdale Baptist Church Publicity Committee is "the Great Commission", to aid those who are involved in outreach ministries, to promote church events reflecting the Love of Christ consistent with the message and tenor of God's Word, to be responsible stewards in the area of Public Relations, to strive for the highest quality of service to those we serve, to improve communication within our church body, and to be financially responsible in the execution of our duties and services.

Like the entire church membership, the Publicity Committee is on a journey to proclaim to the community the ongoing Lord's work at Oakdale Baptist Church. Our goals include: i) proactive promotion of the Gospel in our local area (Rankin County, MS), ii) aid and assist members and committees in the promotion of events/outreach, iii) use the most modern and effective methods, technologies, and tools to reach the Goals and Mission Statement of Oakdale Church, and iv) do so in the most efficient and cost effective manner.

## Our Services

### OBC Internal Publicity

#### Electronic Newsletters or Emails/Text Messages/Phone Announcements

#### Church Website Announcements

**Sunday Worship Announcements, PowerPoint, or Bulletin Inserts** - For other Worship Announcements, please fill out the appropriate form and submit 10 days before the desired start Sunday or no later than the Wednesday before the desired start Sunday.

**Posters, Fliers, Handbills, or Mail outs** – The OBCPC evaluates various options to select the most efficient production method for these promotional materials. Fill out the publicity request form and submit to the Publicity Committee. You will be contacted to discuss your production options, costs, and requirements.

**Bulletin Boards** - Bulletin Boards are maintained in the main lobby and in other key areas. Announcements can be submitted for the Sunday Morning PowerPoint, and also posted on the Bulletin Boards.

#### Emails/Text Messages/Phone

### OBC External Publicity Options

**Outdoor Signs and Billboards** - The ODCPC will aid in the planning, selection, content, and/or placement of these signs for use as short-term promotions or long-term advertising.

**Radio and TV** - These will take special planning and usually be coordinated with larger events or part of an upcoming church ad campaign. The ODCPC will be available to work with other Committees/Councils to coordinate these types of productions and with producers and/or service providers to negotiate terms, cost, etc. Note: Matching funds are sometimes available from the Baptist Office according to given guidelines. Also, in accordance with FCC requirements that

public media outlets offer free "public announcement" services, the Publicity Committee will maintain a list of options, submission dates, and other requirements to provide access to these free services.

**Mass Mailings** - The process is similar to the Fliers and Handbills, but must meet all PO regulations, and/or necessary requirements to obtain special rates. The Publicity Committee will advise and aid in this process. Requests should first be submitted using the Media Publicity Form.

**Brochures, Handouts, Mailouts, etc.** – The OBCPC will help in the production, distribution, and/or solicitation of external services, e.g., graphics, printing, and/or distribution. Please submit the appropriate form with contact information. Proofing of final copies will be necessary before submission to external service providers or before distribution.

**Print Media or News Paper** - Options would include: Clarion-Ledger, Rankin Record, and other Christian publications, e.g., Metro Christian Living Magazine. **Please provide your event notice at least two weeks, or four weeks for large projects, prior to the event occurrence.** The requestor will need to proof final copies before submitting to external service providers or distribution.

**Video and Audio Services or Large Outreach Projects** – For the creation of audio, video, DVD/CD movies, multi-media, and/or other special media presentations, please contact J.T. Greer at 601-906-1695 to discuss your particular needs in sufficient time to allow discussion, data gathering, and scheduling of these activities.

**Contact Publicity Committee:** please send all questions to [Publicity@oakdalebaptist.com](mailto:Publicity@oakdalebaptist.com).

OBC Publicity Committee  
J.T. Greer, Chairman,  
Matt Lemly, Website Manager  
Chris Sanders, Production Manager  
Malinda Scarborough, Project Coordinator,  
Debbie Boyd, Special Project Coordinator (Mass Mailings, large events, etc.)  
Terry Honeycutt, Procedures and Guidelines,  
Aaron Maggious, and Clay Robertson, Designer, Edit, and Production  
Drafted and approved by Publicity Committee on 09/08/08