

## Communications Committee Structure and Guidelines for Publicity

The Communications committee serves as an in-house PR committee to communicate the activities of the congregation to the members and community.

Committee reports to VP of Communication and is comprised of people with skills in graphics, website management, photography, writing, and social media.

As part of our Engagement Strategy, we continuously evaluate and employ a number of communications vehicles with the goal of reaching each segment of our community, internally and externally. It is also our goal is to make sure that anyone, regardless of age/generation, feels like they are aware of synagogue activities.

### Guidelines/Procedures for initiating an event at Kol Rinah:

The process for all events begins with the event planner (submitter) discussing it with their Board Rep and reviewing Kol Rinah's calendar to make sure there are no conflicts.

### Publicity Information Timing:

Approved Event Requests need to reach Communications minimum 5 weeks before the event to ensure that your event will be on the calendar, in the Voice and has a chance of getting in the Jewish Light.

This means you need to submit your **Event (or non/event) Request form** in a timely manner for the approval process, which is **6 weeks** in advance for smaller programs, **2-6 months** in advance for larger community-wide programs.

### Ads in the Wednesday Blast

Publicity in the Wednesday blast will appear **2 weeks** in advance for smaller programs, **4 weeks** in advance for larger community-wide programs. Wed eblasts will include a promotional ad and link to more information. It is our policy to send all publicity links within our regular Wednesday Eblast. Requests for additional (solo) eblasts will be considered for special events at the discretion of leadership and the Communications committee. **It is suggested and value-added for an event planner to build and engage their audience participation through their own email, phone calls, word of mouth, and social media activity.**

**There are 4 essential forms needed to begin the process of establishing and reserving your program or event, and one that is for non-events (fundraisers, KR job opportunities, calls for volunteers like for the memorial plaque project...):**

### Non-Event Request

Time Window: An event request form should be submitted a minimum of **4 weeks** prior to the start of publicity. All items need Board approval before publicity can be created.

### Zoom Event request

Time Window: An event request form should be submitted a minimum of **6 weeks** prior to a regular sized event and 3 to 6 months prior to a large event (up to 1 year for a Shabbat).

Recordings can be made of Zoom programs and posted on our website. Your program will be recorded automatically unless you tell us otherwise. As host, please inform all participants.

Before you complete this form, please check that your presenter gives permissions for recording and publishing your program. If needed, you can send them the link (<https://www.kolrinahstl.org/form/zoom-presenter-permission.html>).

If you have any questions please contact Meir Zimand in the office, or someone on the communications committee.

### **LIVE Event Request**

Time Window: An event request form should be submitted a minimum of **6 weeks** prior to a regular sized event and 3 to 6 months prior to a large event (up to 1 year for a Shabbat).

Exception: Reserving a Shabbat may require more than 6 months of advanced notice. To reserve a Shabbat for a Bar/Bat Mitzvah; major celebration; or for any other reason (e.g., Brotherhood Shabbat), please email our Executive Director at [stacey@kolrinahstl.org](mailto:stacey@kolrinahstl.org).

The Event Request form must be submitted **no later than 30 Days** prior to your event. **Without the Event Request form completed, the office will be free to release your desired date and time.**

So, Save the Date, get your details together and then fill out the Event Request form!

1. Review Kol Rinah's calendar online to make sure there are no conflicts. Fill out the form below and submit.
2. KR staff will respond to the Event Contact person listed on the form. When/if the event is approved the Event Contact person will be notified and the KR office will add the event to our calendar.
3. The communications committee will coordinate a marketing/publicity plan with the Event Contact person listed on the form. Standard publicity includes: a flyer by Gary Kodner, an ad in the Shabbat sheet and weekly e-mails, placement on our website and in the Voice/EXTRA, announcement from the bimah and sent to the Jewish Light. If possible, this will be done **30 days** prior to the date of the event.

NO publicity or listing on the KR calendar can begin without the office receiving an Event Request Form.

### **Save the date** (temporary hold for planning)

Use this form when you want us to hold a date (and/or time) for an event you are planning. NOTE: After **30 days** if there is no Event Request form completed, the office will be free to release your desired date and time.

### **The Process** (for all events)

The process begins with the event planner (submitter) discussing it with their Board Rep and reviewing Kol Rinah's calendar to make sure there are no conflicts.

What will happen after the planner submits request:

1. The following people will receive the form submission by email:
  - Rabbi
  - President
  - All VPs
  - Meir Zimand - KR Office Staff
  - Executive Director
  - Communications Chair
2. Leadership will consult with committees/planners are to make sure event is compatible with KR's mission, calendar, facilities, and staff.
  - Significant events, large events, and first-time events will get extra attention during this vetting process.
  - Smaller events and events that happen yearly may be fast-tracked through the vetting process.
  - "First come, first served" will be the principle applied in case of a scheduling conflict
  - KR may decide that a certain period of time is over-scheduled and reject the date of a newer event request for that reason, even if there is no actual conflict
3. Coordinating committee/KR staff will work with the contact on the form to make any adjustments that need to be made.
4. Once approved, the Coordinating committee/KR staff will have Meir put it on the KR calendar and website.
5. Meir will give the "green light" to the event contact to plan the program.

6. Meir will notify the communications committee so that publicity can start.

**Communications Channels:**

- KR website design and Maintenance
- Kol Rinah Calendar
- Promotional ads (inc. fliers or posters) for all programs and events
- Logos and communication graphics
- Media Releases
- Voice newsletter, Shabbat/holiday Bulletin, Wednesday blast
- Want Ad page or Job Opportunities page (if appropriate)
- Video board
- Campaign graphics and publicity materials
- Membership brochures, forms, materials
- Facility signage
- Legacy history and archives
- Photography
- Forms, graphics, marketing materials
- Social Media
- Digital Archiving
- Video
- Blogging
- St. Louis Jewish Light and other media ads, releases, posts
- Community billboards/Calendars

Essential elements of a comprehensive and successful communications strategy:

- Collaboration
- Focusing/clarifying the message
- Branding
- Timing
- Reaching audience and appropriate media
- Budget
- Technologies
- Internal and external outlets
- Capable staff and volunteers