

WCCA EVENT COMMUNICATIONS WORKSHEET

1. Upon filling out your event information, please review materials with Diane Douglas, as all publicity communications must be approved by the current president before release.
2. Copies of approved text will be distributed to the president, vice president, direct mail, media relations, website manager, newsletter and MAL – Special Projects six (6) weeks prior to an event.
3. Please use communications@wccakids.org for sending out your group email.

EVENT SPECIFICATIONS

Event Name	
Event Chair Person	
Telephone & Email	
Event Title	
Event Date	
Rain Date/alternate location	
Time (start – end)	
Location (full address)	
Speaker or performer	

Description of event (purpose, objectives, topics, target audience/age, etc.)

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Credentials of Speaker/performer (attach bio or resume if available)

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Admission Fees/Procedures, Open to Public?

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Any co-sponsors?

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DIRECT MAIL SPECIFICATIONS

Target Postage Date	
Target Initial Email Date	
Target Reminder Email Date	

WEBSITE SPECIFICATIONS

Target Post Date	
Related Links to be created	
Scrolling headline requested?	YES NO
<ul style="list-style-type: none"> <i>Proposed Wording</i> 	

MEDIA RELATIONS SPECIFICATIONS

Sandwich Board Dates (public events ONLY)	
Town Crier Dates Crier (circulates on TH)	
Crier Photographer Requested	YES NO
Westword Posting Dates (circulates on Wed)	
Online Website Postings (Go Citykids and Boston Parents Paper, others)	
Special Crier Article Requests	
Banner Requested	YES NO

Proposed text for all communications

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