

# “How can I publicize my event?”

*Schools and central offices often ask for ideas about how to invite families and the community to upcoming public events in the Boston Public Schools. The following are a few suggestions to get you started. Be sure to begin publicizing your event well in advance – at least several weeks ahead of time if possible.*



## **Publicity flier**

First, design a high-quality, one-page **flier** announcing the event, including:

- ✓ Date, start and end time
- ✓ Location, including street address and MBTA information
- ✓ Event description
- ✓ Additional services available, such as language translation, refreshments, child care, etc.
- ✓ Contact name, telephone number, email address and/or website for more information

Avoid clip art. Be sure to include the **BPS logo**, which is available in several formats on the Communications Office tab of MyBPS [www.mybps.org → Superintendent → Communications]. Do not alter the logo by stretching it, compressing it, changing the text, or adding special effects such as diffused or shadow edges.

Save the file as a **PDF** for easier distribution via email and websites.

Please send a draft of the flier to the **Communications Office** for review: [communications@bostonpublicschools.org](mailto:communications@bostonpublicschools.org).

## **Internal publicity**

Post the flier on your school's or department's **MyBPS** page.

Some citywide events also are posted in the **Events module** of the MyBPS home page. Send requests to Chris Horan: [choran@bostonpublicschools.org](mailto:choran@bostonpublicschools.org).

The Superintendent's Office sends a **bi-weekly email bulletin** (Tuesdays and Fridays) to schools and central offices and maintains a **master calendar**, which is also posted under the Events module of the MyBPS home page. Send a 2-3 sentence blurb and the flier or other attachment to Carolyn Hajjar: [chajjar@bostonpublicschools.org](mailto:chajjar@bostonpublicschools.org).

**Connect-Ed** ([www.notification.com](http://www.notification.com)) provides a fast, easy way to reach families and staff with short voice messages on their home telephones. Not every event will merit a Connect-Ed message because we have to be careful not to inundate households with calls, especially considering individual schools are also recording messages. For assistance with Connect-Ed messages, contact Sam DePina: [sdepina@bostonpublicschools.org](mailto:sdepina@bostonpublicschools.org).

Mayor Menino will soon launch **The Hub**, an Intranet site for City employees, including Boston Public Schools staff. Send announcements to [TheHubEditor@cityofboston.gov](mailto:TheHubEditor@cityofboston.gov).

## **External publicity**

The Communications Office will send **calendar listings** to local media outlets. A template for calendar listings is posted on the Communications tab of MyBPS. Email your listing to Jonathan Palumbo for distribution: [jpalumbo@bostonpublicschools.org](mailto:jpalumbo@bostonpublicschools.org).

You may also submit calendar entries on-line for the weekly Calendar section in the **Boston Globe**: [www.boston.com/ae/events/submitanevent/](http://www.boston.com/ae/events/submitanevent/)

Other websites with **community calendar** listings:

- City of Boston: [www.cityofboston.gov/calendar/public.asp](http://www.cityofboston.gov/calendar/public.asp)
- Churchline: [www.churchline.com/about/termsforevents.php](http://www.churchline.com/about/termsforevents.php)
- Craigslist: [boston.craigslist.org/gbs/cal/indexcal.html](http://boston.craigslist.org/gbs/cal/indexcal.html)
- Search Boston: [www.searchboston.com/happenings-form.html](http://www.searchboston.com/happenings-form.html)
- Events.org: [boston.events.org/addevent.aspx](http://boston.events.org/addevent.aspx)

The **Mayor's Office of Neighborhood Services** regularly sends email bulletins to community groups. Send requests to Jay Walsh: [jay.walsh@cityofboston.gov](mailto:jay.walsh@cityofboston.gov).