

Announcing your meetings and events

If you're a Secular Franciscan and have accepted the responsibility of publicity for your Fraternity or Region, you have accepted a ministry – one of outreach, one of opening doors to the Secular Franciscan Order. It is an awesome responsibility and one which will reap benefits for God and for the Church.

Think about it. You send out an announcement about a regular meeting of the SFO. (see example) and you touch the soul of someone whom God is calling as a Secular Franciscan.

Once your announcement is out there, don't worry, the Holy Spirit will direct our future Franciscan brothers and sisters to read and to consider.

It won't happen right away. We won't be swamped with inquirers.

You may remember that when you first heard His call, you may have fought it or you may not even have recognized it. It took time, prayer, convincing.

Your job is to assist the Hound of Heaven. Keep sending out the releases /announcements – every month, every meeting, every event. The day will come when our brothers and sisters will feel compelled to find out what this Secular Franciscan Order is all about. They will soon dis-

cover the charism of Francis and His directive to build His church.

WHAT IS THE PROCESS?

1. Prepare a simple announcement on an upcoming event or meeting.
2. Research the Catholic publications and Christian stations in your area – their name, address, phone number, fax number (if you have a fax available) or e-mail (if you have access to e-mail).
3. Research the regular daily newspapers, weekly newspapers, radio stations, even TV stations, if they have a regular "calendar of

events" segment. It's especially appropriate for your local newspaper, if it has a weekly religion page.

4. research churches and regional Catholic organizations which have bulletins (and bulletin boards).
5. Mail, fax or e-mail your announcement at least two weeks before your event.
6. Follow-up with a phone call to verify that each outlet has received your announcement and make a personal plea to consider using it. This draws attention to your announcement and, as

they say, "the squeaky wheel..." Keep your request simple, direct and brief. Don't be surprised if a number of outlets say that they have not received your announcement. What they are saying is that they didn't see it or someone threw it out or it didn't seem worth saving. Offer to resend it. They'll often say yes and, if you have reached a decisionmaker (editor, news director), the "yes" means that they will try to use it.

January 4, 2004

For release: Immediate

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Secular Franciscans to Meet; Iconography to be Discussed

St. Joseph Fraternity of The Secular Franciscan Order in Utica will meet on Sunday January 18 at 2 p.m. at St. Joseph - St. Patrick's Parish Center on Colombia Street, Utica.

Highlighting the meeting will be a presentation by Diane Loveric about Iconography and praying the Icons. It will include a discussion on the Byzantine San Damiano Cross, a cross associated with the popular St. Francis of Assisi.

The gathering is open to the public. Anyone interested in learning more about the Secular Franciscans as a vocation for single and married individuals is also welcome.

NOTE TO MEDIA: You are welcome to join us for the presentation. It should be informative to many of your readers, listeners or viewers.

(Only use the "note to media" when you have a program which would be unique and newsworthy.)

Please note that we recommend including the phrase "public is invited" to entice the media to use the release. If media think that it is a closed meeting, they may be less likely to use the item. Furthermore, only those people who are curious about religion and/or the order will come. Also note that the sample above has key phrases underlined. Please insert your information there.