MyOrgNet Publicity
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This overview describes the *MyOrgNet* Publicity system, its functionality, the tools provided, the data stored, the expected information flow, and the accounting. It is for general information, and is not intended as either a user manual or a programmer's reference. Detailed user information for each tool is available online by clicking the Help button on the Staff Menu line.

The sections of this overview are Functionality, Publicity Tools, and Interaction with Other Functions.

Functionality

Online Calendar with integrated performer details

MyOrgNet creates public web pages which are automatically-updated with the events entered and managed by the event coordinators themselves. The online calendar displays a reasonable-length list of the coming events with buttons for more detail and online sign-up for advance tickets or registration. Events farther in the future and in the past are available at the click of a button.

Performer biographies, web links, sound bytes and photos can be automatically included in the event details display. Information stored with the performer is automatically available every time that person is included as a performer in an event. Because *MyOrgNet* is a relational database, the most recent updates to the performer's information is available to all.

Notices to interested friends and members (with opt-out capability)

MyOrgNet can send email notices of coming events to everyone in the database who's interests match the characteristics of the event. These targeted emails are an optimum way to get the information to the people who want to receive it.

MyOrgNet adheres to the CANSPAM Act 0f 2000, providing all recipients of the interests email simple links to opt-out of receiving such emails, and for changing their interests.

Because *MyOrgNet* is a relational database, membership and user updates to their email addresses are automatically updated for the interest notices.

Email Blasts to members and friends (with opt-out capability)

MyOrgNet can send news emails to everyone in the database. The news-emails are a great way to send event summaries and notes of interest to those willing to receive them.

MyOrgNet adheres to the CANSPAM Act 0f 2000, providing all recipients of the news-emails simple links to opt-out of receiving such emails.

Because *MyOrgNet* is a relational database, membership and user updates to their email addresses are automatically updated for the interest notices.

Event News Gathering and Organization

MyOrgNet can help gather and organize information about coming events for print publication and for email blasts.

Since *MyOrgNet* is an online system, the task of gathering event information can be widely distributed. Information about internal events is usually entered by the program managers responsible for those events. Additional programs can be added to let outside program managers or News Committee members add other events that are of interest to members and are to be publicized by your organization. Since *MyOrgNet* is a database, events can be entered well into the future and it will remember them until you are ready to include them in your publicity.

With *MyOrgNet,* you can organize all of the programs the way you want them for print and for email publication; you only have to do this once. Then you just click to create automatic weekly and monthly summaries with as much detail as you want. These summaries can then be edited and formatted for electronic or print publication.

Personal Calendars

MyOrgNet provides personal and shared calendars which can display coming events matching the user's interests along with their commitments to the organization and whatever other actions and appointments they wish to store and display.

Articles for online news and interests

Each program in *MyOrgNet* can have its own set of relevant articles which can be linked or displayed from the program's home page, and even included in the organization's home page if so desired. Articles can be individually listed or collected into folders.

This is a great way to archive publications.

Media Contact management

With *MyOrgNet,* you can group names as many ways as you like to help in remembering and contacting media outlets for publicity. You can easily add, copy, move and remove names from the groups.

Because *MyOrgNet* stays even though publicity personnel might change, the latest media contacts are available to the new staff.

Because *MyOrgNet* is a relational database, contact information for the groups is automatically updated when the name information is updated, no matter how many groups a name is in. You can store other information with the individual contact names to help know when to call them and what go say when you call them.

Using the *MyOrgNet* personal calendar to remember actions and appointments, you can see when you need to contact someone, when you last contacted them, and what you said.

Publicity Tools

MyOrgNet is designed to be used for all aspects of publicity, from maintaining media contacts, through

the gathering and publication of both printed and online publicity.

Use the **Group Management** tool to create and manage media contacts.

Use the My **Calendar tool** to stay on top of publicity actions and keep track of previous conversations and emails.

Use the **News Gathering** tool to enter, organize and summarize events for both printed and email publication. See the number of newsletters that you will need to print and mail.

Use the **Event Definition** tool (or the **News Gathering** tool which links to it) to set the event characteristics and to send emails to everyone in the database with matching interests (who have not opted out of receiving interest emails).

Use the **Performer Definition** tool (or the **Names** tool) to add biographies, photos, web links and sound byte links to the performers linked to events.

Use the **News Emails** tool to draft and send news emails to everyone in the database (who has not opted out of receiving news emails).

Use the **Allow** tool to let your publicity committee enter other events. You can also allow a mailing-house to access the **Newsletter Labels** tool so they can automatically mail your newsletters to the up-to-the-minute membership list.

Interaction with Other Functions

Function	Interactions
Membership	Newsletter labels automatically reflect latest membership entries. New members can be opted in for interest and news emails.
Committees	Define and communicate with your publicity committee. Publicize committee members for easy input.
Events	Online calendar automatically displays coming events with links to event details Emails for news and event interests can be sent by program managers to friends and members.
Administration	Allow your committee and mailing house to use the tools they need to help gather events and mail newsletters.

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