

*Religion  
Communicators  
Council*

*Dallas - Ft. Worth Chapter*

# *E-NEWSLETTER*

**June 2006**

## **Targeting markets: Learn more at June chapter meeting**

Join the Dallas-Fort Worth chapter of Religion Communicators Council as **Jerry Stephens**, account executive for **ADVO**, shares insights on target marketing. The monthly lunch meeting will be Thursday, June 29, 12 noon to 1:30 p.m. at the Dallas Baha'i Center, 4325 W. Northwest Highway, Dallas, 75220.

ADVO is the nation's leading direct mail media company, with annual revenues of nearly \$1.4 billion. The company reaches 114 million mailboxes, or 90 percent of the nation's households, with its ShopWise® shared mail advertising. ADVO also offers technology to target individuals using a number of demographic characteristics.



You may be familiar with ADVO's products, such as:

- The ShopWise® shared mail advertising program that helps leading retailers reach over 70 million households every week
- The Missing Child program that puts the names and faces of lost children into up to 85 million homes each week
- ShopWise.com, a consumer opt-in Web site that receives over 1.4 million visitors a month.

Our speaker, Jerry Stephens, has personal experience working on a number of programs for religious groups.

Cost is \$15, includes lunch and reservations are needed. Please e-mail or call Deb Christian, [dchristian@umr.org](mailto:dchristian@umr.org), 214-630-6495 ext 147 to reserve a place by 5 p.m. on Monday, July 26.

## **Save the Dates:**

**July Chapter Meeting – Thursday, July 27**

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*RCC National Convention 2007  
Louisville, Kentucky  
April 26-28*

## **Soaring to New Heights in Communication**

- Telling the story
- APR preparation workshops
- Technology in communications

