

This Communication Policy is intended to impact all written and electronically delivered communications of all kinds to our congregation and community through media outlets, publications, letters, memorandum, bulletins, brochures, print materials and electronic resources. The only exceptions made are those mailings, written or electronic, sent to less than 40 recipients or to an established group recognized by the First Presbyterian Church.

First Presbyterian Church Communication Policy

The Communication Committee strives to tell the story of First Presbyterian Church to our congregation and community through media outlets, publications, and electronic resources. The Communication Director oversees these communications in order to help the church better communicate Christ's message.

It is important that the content of all First Presbyterian communications be consistent with the mission and values of the church. The Communication Committee will help to provide excellence and consistency so information will flow more effectively.

Bulletin

The primary function of the bulletin for First Presbyterian is to make weekly information and major church initiatives about the church available to guests and regular attendees.

- Deadline for the Sunday Bulletin information is 10 am on Wednesdays. Missing this deadline may result in your information not appearing in the bulletin.
- Due to limited space it is best to list your announcements in order of importance, as not every request may be able to make it into the bulletin.
- With exceptions, the bulletin will be used for church and ministry purposes only. Personal needs and fundraisers should be directed toward the community bulletin board.
- The Communication Committee will determine placement and order of the bulletin announcements.
- Some information provided may need to be altered or changed to fit with Communication Committee consistency.
- Inserts should be approved two weeks prior to the desired date. The Communication Committee reserves the right to determine whether said item should be an insert or included within the bulletin. (Your ministry will be notified of changes prior to printing.)
- Special request pictures or graphics need to be provided by the ministry making the request.

Brochures

The primary function of the brochures of First Presbyterian is to make information about various ministries and events available to guests, regular attendees, and people seeking information about the church's ministries.

- With exceptions, all main brochures will be designed and produced by the Communication Committee.
- Your ministry will be responsible for information and text to be included in the

brochure. Original word content will be kept whenever possible.

- Volunteers leading ministries who wish to have brochures for a handout or an event should be directed to the Communication Committee.
- Event brochure pieces need to be sent through the Communication Committee three weeks prior to event.
- The Communication Committee reserves the right to make corrections if necessary. Full printing of project before Communication Committee approval may result in extra cost to your Department to reproduce brochures.
- Special request pictures or graphics need to be provided by the ministry making the request.
- To use any picture or likeness of an individual there must be written consent by person, parent, or guardian. Written consent form will be available online.

Community E-mail

Community e-mail is any electronic mail that goes out from First Presbyterian or a ministry of First Presbyterian to 40 or more households that is not an established group.

Note: An established group is a group that is already set within your ministry (i.e. choir members, nursery workers, youth leaders, theatre productions, etc....)

- All community e-mail should go through the Communication Committee.
- No unapproved community e-mail should be sent.
- A community e-mail sent out from the Communication Committee on a regular basis will include links to your ministry pages on the website.

Logo Usage

The key element in our visual identity is our church logo. It is as meaningful as a person's signature. Our logo as it appears on stationary, business cards, vehicles, etc. is First Presbyterian's signature. And so, use of it must be consistent. We want our logo to be easily identifiable, consistent, and professional. While we have many ministries and committees here at First Presbyterian, we all want to appear as one church.

- A folder containing all acceptable versions of our logo, named Church Logo, will be available online.
- Different logos are used for different projects (print, web/video, etc.). Please contact the Communication Committee should you have a question about logo usage.
- "First Presbyterian Church" should be used when referring to the church in external communications. "First Presbyterian" should be used when referring to the church in internal communications.

Outgoing Mail/E-Mail

The Communication Committee must approve any outgoing mail from First Presbyterian or a ministry of First Presbyterian to 40 or more households that is not an established group.

Note: An established group is a group that is already set within your ministry (i.e. choir members, nursery workers, youth leaders, theatre productions, etc....)

- No unapproved mail should be sent.

- The Communication calendar can be reviewed by anyone to see scheduled mail dates for letters, postcards, or ministry mailers. The Communication calendar is available online at the First Presbyterian website.
- **Mailing approval should be obtained at least one week prior to needed mail date.**

Website

The primary function of the website of First Presbyterian is to make information about the church available to regular attendees, people searching for a church, and the general web browsing public around the world. The website should represent the church and its values accurately and positively.

- All ministries will be responsible for keeping their ministry page updated with oversight coming from the Communication Committee.
- Information and text may need to be altered or changed that is too wordy, contains incorrect grammar or spelling, not in line with the church's messages and values, or does not fit with church Communication consistency.
- Questions regarding appropriateness of any information may be referred to the Communication Director.
- **Maintaining privacy of congregation and guests' personal information is of the utmost importance.**
- To use any picture or likeness of an individual there must be a written consent form signed by person, parent, or guardian. Consent forms will be available online.
- With exceptions, the web site shall be unable to provide promotional and advertising content supporting any business or organization that is not an official affiliated ministry of First Presbyterian.
- The web site may not be used to promote personal needs and fundraisers. Personal need and fundraisers should be directed toward the community bulletin board.

Advertisements (ads)

Any posters, displays, cards, signs, etc...displayed or used throughout the building and grounds of First Presbyterian need to be approved by the Communication Committee.

- With exceptions, ads may be posted for no longer than four weeks in advance of the event.
- Ads should not be displayed on doors, windows, or taped to walls.
- The Communication Committee in designated areas will do placement of ads.
- Each ministry may design its own ads, but should work closely with the Communication Committee when designing said ads
- Printing before Communication Committee approval is obtained, may result in extra cost to your department to reproduce the ads if corrections are needed.

The Communication Committee must approve any advertisement or promotion done through sources outside of First Presbyterian or produced in-house to be used offsite.

DEADLINE: Ads should be presented to Communication Committee for approval two weeks prior to the desired posting date.

Communication Planning Form

The primary function of the Communication Planning Form is to serve as a guide for choosing the appropriate Communication vehicles for your event or program.

- This form should be filled out by your ministry if you are looking for more avenues to promote your ministry or event then simply using the Sunday bulletin.
- Ministries should have planning meetings for events with the Communication Committee no later than three months prior to event.
- Ministries should work closely with the Communication Committee to create the strategy that best fits your event or program.
- Not every tool should be employed for every event.
- Strategies are broken down to Primary option, Secondary option, and Highly recommended option.
- There should be a follow up on events with the Communication Committee. Ministries are encouraged to identify what went well, what they want to repeat, and ideas for improvements (what they want to change for next time).
- A Communication Planning Form is available online.

Ministry Information Tables – to be created

The primary function of First Presbyterian ministry information tables is to make information about various ministries and events available to guests and regular attendees.

- With exceptions, tables may be reserved on a first come basis up to a three-week period.
- As tables are reserved they will be added to the Communication Calendar. The Communication Calendar can be reviewed by anyone to view schedule of reservations for the ministry information tables. The Communication Calendar is available online.
- Tables will be provided in designated areas for use by church ministries.
- Your ministry should work closely with the Communication Committee to determine the best strategy to promote your ministries and events.

Style Guide

- Digits of telephone numbers should be separated by periods.
Ex. 260.555.1212
- Times should be written consistently.
Ex. 6:00 p.m., 7:45 a.m., 9:00 a.m.
(rather than 6 pm or 6 pm, or 7 PM)
- Currency should be written consistently
Ex. \$1, \$1.50, .50
- Avoid abbreviations of books of the Bible
Ex. Hebrews, 1 Corinthians, Ephesians
(rather than Heb., 1 Cor., or Eph.)
- Avoid abbreviations of events or groups when advertising outside the church
Ex. First Presbyterian Church or First Presbyterian Theatre
(rather than First Pres, or FPC or FPT)
- Avoid abbreviations of dates and avoid dates with the sounds after them.
Ex. September 23
(rather than Sept. 23 or “on the 23rd or 21st or 22nd)
- Check spelling thoroughly, especially proper names and titles of sections.
- Use title when applicable
Ex. Rev. Dr. Terry Anderson
(rather than Terry Anderson)
- All articles are subject to editing for the sake of content and length. The Communication Department will try to provide the desired word count whenever possible.

The Communication Committee is here to help lead your ministry to organize, plan, and produce excellent communication for your ministry or event. All church communication will be managed through the Communication Committee.