

Communications Plan

The Presbyterian Church in Geneva

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1.1 Purpose

The Communications Plan is for all people of the church to use in proclaiming how we serve the congregation, the community and the wider world.

The purpose of this plan is to identify communication needs and methods of exchanging information to audiences within the church and relevant parties outside of the church.

Its intent is to improve communication among the Presbyterian Church in Geneva, its members, and the community at large in order to *“proclaim the Good News of the Gospel by committing ourselves and our resources to a ministry that meets human needs and promotes justice, peace, and wholeness in our congregation, the community, and the world.”* (From Mission Statement)

This document will be reviewed annually by the Communications Committee and updated as needed.

The following outlets could include:

1. Church Newsletter “The Geneva Pres”
2. Website announcement
3. Website update
4. Facebook
5. Newspaper article
6. Newspaper Ad
7. Summer FLT (Seasonal Guide)
8. Fall FLT (Seasonal Guide)
9. Directory email list (To be further developed)
10. E-alerts and evites
11. Mailing inserts (financial statements)
12. Shut-in Visits

Inside the church these methods are also used

13. Bulletin inserts
14. Bulletin Boards
15. Posters
16. Moment for Mission
17. Announcements before Worship
18. Children’s Special Times When Appropriate for Children and Families
19. Face to Face
20. Coffee Hour

These types of information have been identified

1. Informational
2. Program
3. Event
4. Awareness
5. Generic Information

The Information Exchange (see page 16) matches audiences with information and serves as the foundation of who, what, where, when, why and how the congregation and the greater communities will learn about church activities and actions.

1.2 Objectives

The Communications Plan provides support to church committees, groups, and congregation by:

- Proclaiming our faith and inviting others to join in activities and actions that demonstrate who we are as children of God and followers of Jesus Christ.
- Positioning church leaders as enthusiastic supporters and proponents of the church's communication efforts.
- Communicating the value and necessity of cooperating in communication initiatives.
- Establishing and maintaining momentum to keep communication efforts moving forward.

1.3 Scope

The Communications Plan identifies the procedures used to manage communication for the church. The plan focuses on formal communication elements. Other communication channels exist on informal levels and enhance those discussed within this plan. This plan is not intended to limit, but to enhance communication practices.

1.4 Document Maintenance

The Communications Plan will be reviewed annually by the Communications Committee and updated as needed.

Update when changes occur. Enter an updated version number, the date, the person making the change, and change description in the footer.

2 Roles and Responsibilities

2.1 Communications Committee

The Communications Committee is responsible for providing strategic direction, resolving problems, and providing assistance when needed.

The Communications Committee is a committee of Session. It includes at least three Session members and three members of the congregation. The Webmaster is Ex Officio.

2.2 Website Communications

To have something added or updated to the website, email the Webmaster with the information, as you want it to appear, in final copy version to webmaster@pcgny.org

2.3 Audiences

Our congregation receives and generates information important to the life of the congregation, , Presbytery and greater Geneva community. Communication is meant to engage members and friends in the activities and programs the church offers, inform them of news within the church, the Presbytery, Synod, and the PC(USA). Communication makes people aware of changes, needs, and blessings in our church family and keeps organizations using the church informed of activities and offerings in hopes that we might be able to touch people in a way that is needed. We offer information to other churches in the community and Presbytery so that they may attend special programs and events that may be of interest or join us in a special mission project. To the greater Geneva community, our communications are meant as an invitation to attend our programs and events, and to worship so they may find a church home with us.

Our audiences are

1. Other Church Committees
2. Groups within congregation
3. Parents
4. Adults
5. Youth
6. Shut-Ins
7. Congregation
8. Organizations using our building
9. Offices of Presbytery of Geneva / Synod of the Northeast / Presbyterian Church (USA)
10. Other churches in Geneva
11. Other Presbyterian Churches in area
12. Organizations that our Mission Committee supports
13. Greater Geneva Community.

3

Publicity Best Practices

3.1 Information to Include

- A. Name of Event / Purpose of Event
- B. Organization / Church Committee or Group
- C. Contact Person
- D. Contact Phone Number
- E. Contact email
- F. Include all of the following information on your information piece for public display or distribution
 - a. Date of Event
 - b. Day of the Week
 - c. Time of the Event
 - d. Appropriate for what ages
 - e. If this is a meal, indicate if people need to bring own table service and what committee will provide
 - f. Is there a cost or donation
 - g. Is there a deadline
 - h. Reservation information – Call church office or register on church website
Please call church office at 789-1343 or register on the Church Website
<http://www.pcgny.org/reservation-page/>
 - i. Location of Event
 - Fellowship Hall
 - South Parlor
 - North Parlor
 - Conference Room
 - Chapel
 - Sanctuary
 - Other
 - j. If the information is going outside the church community, include the church address and where to park.

24 Park Place. Parking available on Washington Street, Chapel Entrance.

Use checklist on Page 11

3.2 Publicity outlets for church committees and groups

- A. Newsletter – Include in the month before the event. Check church calendar for newsletter deadline. Usually the second to last Friday of the month at noon.
- B. Sunday Bulletin insert – provide copy ready to the Church Secretary by Monday morning prior to the Sunday
- C. Website – email webmaster@pcgny.org by Monday morning prior to the Sunday
- D. Church Facebook email webmaster@pcgny.org by Monday morning prior to the Sunday
- E. Sunday Announcements – Provide briefly written announcement to Church Secretary by Monday morning before the Sunday
- F. Occasionally may be an event that a group may have something appropriate for a Special Time for Children. Arrange this with the Chair of the Worship Committee and the Pastor at least a month in advance.
- G. Some church groups have bulletin boards for their use.
- H. Press releases to Finger Lakes Times
- I. News spots for local radio stations

4 Internal Communications

Use this worksheet to organize and track information for bulletin inserts, newsletter, website, news release, etc.

Information goes to	Type of communications i.e. newsletter, bulletin insert, etc.)	Frequency – how often it should appear	Person who will prepare it & submit it	Deadlines
Other Committees				
Other church groups				
Church Staff				
Congregation				
Adults				
Youth				
Parents				
Outside the church				

5 External Communications

External communication is required to keep the larger Geneva Community informed about our projects, programs and deadlines.

The following tables show examples.

5.1 Annual Event Example

Annual Event					
What	Audience	Frequency of publicity	Prepared By	Purpose	Media
Annual Shrove Tuesday Pancake Dinner	Church members Community	At least 3 weeks of publicity	Christian Ed Director, Christian Ed Committee PR	Engage children, families, and others in pre-Lent and introduce others to church and Christian Education Program	Church newsletter, bulletin insert (2 weeks) Website Facebook Moment for Mission Newspaper article on Religion page

5.2 Single Event Example

Single Event					
What	Audience	Frequency	Prepared By	Purpose	Media
Adult Education "Let's Talk"	Church member Adults, Community Members	3 programs in summer	Adult Ministries Coordinator, Adult Ed Committee PR	Engage adults in discussion of social issue with fellowship. Audience is primarily church members due to limited registration but community members may be included	Newsletter Website Facebook Moment for Mission Newspaper Religion page Radio Bulletin Board Bulletin Insert

6 Other Communications

6.1 Suggested Media Outlets

Media Outlets	Contact	Address
Finger Lakes Times	To report or discuss a news story: Mike Cutillo 315-789-3333 mcutillo@fltimes.com ext. 250 or ext. 256	https://fltimes-dot-com.bloxcms.com/site/forms/online_services/submit_news/
FLT for Events	Upcoming Events: 315-789-3333 ext. 253 events@fltimes.com	
Religion	315-789-3333 ext. 249	
WEOS radio	Event page	http://events.publicbroadcasting.net/weos/events.eventsmain?action=submitEvent
WGVA, WNYR, WFLYR, The WALL, WAUB, Hot Country radio	Event page	http://www.fingerlakesdailynews.com/events/add.cfm

6.2 Information to include for an event for any communications outlet

Website, Newsletter, Bulletin Insert, Newspaper article

For yearly events, check with Church Secretary and Newsletter Editor to see if they have copy from previous years. See if edits need to be made or if a new version is required.

You should include the following as applicable

- Headline
- Name of event / Speaker Name / Special guest
- Church name *The Presbyterian Church in Geneva*
- Date and day of event i.e. Monday, September 15, 2014
- Time of event
- Cost or donation?
- Is reservation needed?
- For what ages
- What to bring i.e. if potluck > kind of dish and own place setting?
- Location in church i.e. Fellowship Hall, Chapel, South Parlor
- Location if not in church
- Deadline?
- Committee sponsoring event
- Person to contact for more information & phone and/or email
- Location of church. 24 Park Place. Parking available at Washington Street Chapel Entrance (going outside of church publication)
- Submitted by Name, Phone, Email

** If there is to be a **reservation form** on the website ask the webmaster to create a reservation form for the event.

a. Template for bulletin Insert

Template for Pot Luck

Committee Presents

An Event

On Wednesday April 23rd

To Celebrate an Event

5:30 p.m.

For all ages

Bring a dish to pass and your own table service

Committee will provide dessert and beverage

Please call church office at 789-1343 or register on the Church Website <http://www.pcgny.org/reservation-page/>

Template for an Adult Education Film Program

The Presbyterian Church in Geneva

Adult Education Committee Presents

A Film and Discussion

Of A Film

On Thursday June 23rd

At 6:30 p.m.

Light meal of subs and salad will be served. Donations appreciated

This film is best appreciated by adults and is rated R for language and some violence.

Description of film and topics that will be discussed.

Please call church office at 789-1343 or register on the Church Website <http://www.pcgny.org/reservation-page/>

All are welcome

24 Park Place. Parking available on Washington Street, Chapel Entrance

b. Press Release Tips

- Type Current Date and “For immediate release” at the top. Time the release for 2 weeks before the event. If you request it for the Religion page be sure to send it a week before you want it in (Finger Lakes Times)
- Your contact information. Your Name, The Presbyterian Church in Geneva (be sure to capitalize The!), your position, i.e. Chair of Adult Education Committee, your contact email and phone)
- Headline. Suggest what is happening in a few catchy words
- First line - The lead, or first sentence or first paragraph, should grab the reader and say concisely what is happening. Why it is newsworthy. It expands the headline enough to fill in some of the details, and brings the reader further into the story. The next one to two sentences should then expand upon the lead. Who, What, Where, When, Why, How
- The press release body should be compact. Avoid long sentences and paragraphs. Avoid repetition and overuse of fancy language and jargon. Strive for simplicity, and no wasted words.
- The next two or three paragraphs should provide additional information or sum up concisely what you want to express.
- State the facts — events, services, people, targets, goals, plans, projects.
- Avoid adjectives – beautiful, wonderful, special, nice, etc.
- Never use “I” or “we”
- Never start with “There will be”

c. Press Release Template

The Presbyterian Church in Geneva

24 Park Place, Geneva, NY 14456

Your name

Your phone & email

[Contact info]

[Name and/or Description of Event]

November 18, 2014

For immediate release

[Geneva] – The Presbyterian Church in Geneva will present **[Name of Event]**, taking place at **24 Park Place** on **[Date]**, and featuring **[speakers, guests, showcases, etc.]**.

Committee/PW/Church/Deacons/etc. will bring **[Name of Event]** to **[Location of Event]** for **[the first time, the tenth year in a row, etc.]**. **[Name of Event]** will **[further description on what will take place at event]**.

[More details about event; include reservations, if applicable and where/how to contact].

[Quote from performer, guest, previous attendees, critics, etc.]

[Boilerplate – Company Info]. The church is at 24 Park Place. Parking is available by the Washington Street entrance

d. Template for Calendar Submission (WEOS Radio)

<http://events.publicbroadcasting.net/weos/events.eventsmain?action=submitEvent>

General Event Information

Event Title:

Event Category:

Event Start Date:

Event Start Time:

-- Event End Time:

This is a recurring event. Enter more details about the recurrence of your event on the next page.

Time Note:

Enter a note about the event time ("arrive early", "registration closes at 2pm")

Description:

Please limit your description to 40 words or less

Artist/Group:

Web Address:

Email Address:

Venue Information

Venue Name:

Address:

Address 2:

City:

State:

Zip:

Presenting Organization Information

Name:

Telephone:

Web Address:

Email Address:

Designation:

N/A for-profit not-for-profit

Ticketing Information

Contact:

N/A Venue Organization Other

If "other", fill in the following information:

Name:

Telephone:

Web Address:

Email Address:

Payment Info:

Submitted by:

Your Information

(Your information will not be visible on the site)

Submitted by:

Venue Artist Promoter Listener Other

Your Name:

Your Email Address:

7 Information Exchange

Who has the information

Worship

Pastor

Music

- Choir Director
- Organist
 - **Choirs**
 - Adult Choir
 - Adult Bell Choir
 - Youth Choir Director
 - Youth Choir

 - Youth Bell Choir Director
 - Youth Bell Choir

Worship Committee

Mission & Social Concerns Committee

- Parish Nurse
- Village Links
- Baby College

Education

- Coordinator of Adult Ministries
- Coordinator of Youth Ministries
- Youth Fellowship
- Christian Education Committee
- Adult Education Committee

Session Committees

Communications Committee

- Webmaster

Finance Committee

- Investment Sub-Committee
- Financial Administrator
- Treasurer

Interpretation & Stewardship Committee

Membership & Evangelism Committee

Memorial & History Committee

Nominating Committee

Personnel Committee

Property Committee

Clerk of Session

Who is to receive the information

- Other Committees
- Groups within congregation
- Parents
- Adults
- Youth
- Shut-ins
- Congregation
- Organizations using church
- Presbytery Office
- Other churches in Geneva
- Other Presbyterian Churches in area
- Organizations Mission supports
- Greater Geneva Community

Who has the information

OTHER

Presbyterian Women

- Needles
- Friendship Bible Study

SERRV

OTHER STAFF

- Secretary
- Custodian
- Nursery Care