

# GOT PCPC NEWS?

here's how to tell it

## PCPC Communications 2011

### DO YOU NEED TO COMMUNICATE?

Does your ministry need to let people know what God is doing through it and in it here at Park Cities Presbyterian Church? Do you need to communicate its vision, events, needs? The Communications staff is here to help you. In order to keep the congregation and community informed in a way that honors the Lord in the stewardship of our time and resources, here are some guidelines for the efficient use of our communication tools.

### ESTABLISH CLEAR RESPONSIBILITIES

Who will do what? Is staff or lay leadership responsible? **Appoint one person through whom all communication will funnel.**

### PULL ALL INFORMATION TOGETHER AS SOON AS POSSIBLE.

Early in your planning, answer these questions: Who? What? Where? When? Why? How?

### SUBMIT YOUR EVENT PLAN, ON OR OFF CAMPUS, TO THE STAFF CALENDAR COORDINATOR FOR APPROVAL!

No publicity is begun until this is done.

### PIN DOWN YOUR DETAILS.

- Is registration necessary? How? By when? Want it on the website?
- Will there be costs? How much?
- Need childcare? Has it been arranged?
- Who will be the contact person?
- Are off-campus maps/directions needed?
- Who is your target group?
- Why should people come? Why will this be the best use of their time?
- How will you promote it? THIS WEEK? HIGHLIGHTS? Flyers or mailers? Website? Mass e-mail? Posters? Banners? Newspaper? Radio? Pulpit?

### LET THE COMMUNICATIONS STAFF KNOW!

*(Watch for information about submitting material via our new content management system (CMS) under development.)*

- Let Matt know what your THIS WEEK or HIGHLIGHTS needs are.
- Let the E-Ministry team (Brian, Will) know how the website and e-mail can serve your needs.
- Let Terri know about WITNESS, Kingdom Moments, or any other print materials.
- Send your text as a .docx attached to e-mail or put it on the K drive. Please use the PCPC style guide as you prepare your text.
- Give us graphics you may want to use: scannables, **original** digital photos, or graphics files (.jpg, .pdf). *Do not use internet photo services or obtain photos from internet sites. Most services compress them. Digital photos do not print well unless very high resolution (5.0 megapixel camera or better set at highest resolution).* Identify your pictures: who, what, where, etc. We do not use photos of children without parents' permission.

### YOU NEED TO KNOW

- We are glad to create posters, pamphlets, brochures, flyers, banners, e-mail headers, postcards, etc., and **we have been asked to oversee all publications for the church which are mailed out, distributed to large groups, displayed, or put in literature racks.** Please contact us early in your planning process. Outside contract graphic design must be approved.

- You are responsible for original text entry, duplication, distribution, mailing, etc. (We will give you camera-ready art or send the file electronically to the printer depending on your printing decisions—and we can refer you to outsourced mailing services.) Your decisions include numbers, prices, mailing process, etc. We are glad to advise, if asked.
- Talk to the E-Ministry team about how to present your information for the website.

### LITERATURE DISTRIBUTION

- Literature racks and tables are for PCPC/PCA, and PCPC-supported ministry literature only. (Ministries must be in PCPC's benevolence budget—no fundraising literature is allowed.)
- Non-PCPC events, want ads, jobs available or needed, rentals, etc. may be placed only on the bulletin board just south of the Fellowship Hall doors—far right board. They must be removed after 2 weeks. (Occasionally we run a small announcement in THIS WEEK for a community event of special interest to our congregation.)
- No literature is allowed in the narthex, on walls, on countertops, or on tables unless specifically assigned for your ministry project or event. Posters may be hung only on available bulletin boards. (Don't miss the bulletin boards in the restrooms!)
- The Worship Ministry must be contacted about any literature to be distributed at the worship service as a hand-out. Bulletin inserts are rare!
- Hall bulletin boards are assigned to ministries by being reserved in EMS. Please remove your obsolete literature from boards and literature racks.
- The Senior Pastor's office handles announcements in the worship service.

## DEADLINES

- **THIS WEEK (biweekly print):** 15 days prior (Friday, 5:00 pm) to the Saturday publication date. *(Matt)*
- **THIS WEEK (weekly e-mail):** Friday, (5:00 pm) prior to Thursday am sending date
- **HIGHLIGHTS (in weekly bulletin):** taken from current THIS WEEK news. New items by noon on Monday prior to Sunday issue date. *(Matt)*
- **Kingdom Moment (in bulletin):** Tuesday, 12 days prior to publication date (reserve space with Jayne Bjork) *(Terri)*
- **PCPC websites:** Submit content via CMS online. For new page design, deadline is 30 days prior to posting. *(Brian or Will)*
- **Mass e-mail:** 3 days prior to posting
- **WITNESS (quarterly):** see left panel. Not normally a promotional vehicle due to early deadlines and magazine format. *(Terri)*
- **Newspaper Media:** 4 weeks prior to event (one to which community is invited). *(Terri)*
- **PLEASE HONOR our DEADLINES!** If you miss them, we will be unable to include your news. There is little leeway in the timing of our production procedures, and good stewardship of our time and resources and maintaining good relationships with outsourced services compel us to operate efficiently.



## THIS WEEK Schedule 2011

Printed biweekly on these Saturdays:

JANUARY 8, 22  
FEBRUARY 5, 19  
MARCH 5, 19  
APRIL 2, 16, 30  
MAY 14, 28  
JUNE 11, 25  
JULY 9, 23  
AUGUST 6, 20  
SEPTEMBER 3, 17  
OCTOBER 1, 15, 29  
NOVEMBER 12, 26  
DECEMBER 10

Deadlines are 15 days prior to Saturday publication date—Fridays at 5:00 pm. Submit to [publications@pcpc.org](mailto:publications@pcpc.org)

To find specific THIS WEEK print and e-mail deadline dates for 2011 go to [www.pcpc.org/resources](http://www.pcpc.org/resources) or K:/Communications.

## WITNESS Schedule 2011

<i>issue date</i>	<i>deadline</i>
February	January 10
May	April 10
August	July 10
November	October 10

### COMMUNICATIONS STAFF

**Terri Speicher**

214-224-2710, [terri.speicher@pcpc.org](mailto:terri.speicher@pcpc.org)

**Matt Rodriguez**

214-224-2711, [matt.rodriguez@pcpc.org](mailto:matt.rodriguez@pcpc.org)

**Brian Zerangue**

214-224-2708, [brian.zerangue@pcpc.org](mailto:brian.zerangue@pcpc.org)

**Will Nielsen**

214-224-2707, [will.nielsen@pcpc.org](mailto:will.nielsen@pcpc.org)