



## **Print & Internet Communication Channels**

### **1. Worship Bulletin: Back Page**

*Beginning June 6, Central's primary form of printed announcements will be the back of the redesigned worship bulletin. Ministries will be able to put their announcement in the hands of everyone who attends Sunday Worship. The format will be identical for the Traditional and Mosaic bulletins, and announcement listings will be the same in both bulletins.*

**Who Can Post:** Ministries and events of Central Presbyterian Church

**Format:** Up to 50 words (may be edited down depending on space)

**Contact:** Evan DeVita, [communications@centralpc.org](mailto:communications@centralpc.org)

**Deadline:** The Wednesday 12 days prior to desired publication date

### **Worship Bulletin: Inside**

*Listings on the inside of the bulletin are reserved for those announcements being mentioned verbally during the announcement portion of the worship service. See below for more information on requesting announcements during worship.*

### **Worship Bulletin: Connect Card**

*The connect card will now be part of the worship bulletin as a perforated tear-off. Ministries receiving special announcements in worship may elect to use the connect card to seek responses or sign-ups from the congregation. See below for more information on special announcements during worship. NOTE: In order to use the Connect Card, ministries must commit to using a trackable follow-up process through CCB. For questions about using CCB's follow-up process, contact Sarah Leong Oliver ([sarah@centralpc.org](mailto:sarah@centralpc.org)).*

### **2. Community Bulletin Board & Central Classifieds**

*As a secondary print publication, the Central Classifieds is being expanded to include a Community Bulletin Board, allowing individuals and ministries within Central as well as non-Central ministries to advertise their events and communicate items of interest to the congregation. This weekly publication may be picked up at both ends of the Concourse.*

**Who Can Post:** Individuals and ministries within Central, non-Central ministries

**Format:** Up to 100 words (may be edited down for space)

**Contact:** Evan DeVita, [communications@centralpc.org](mailto:communications@centralpc.org)

**Deadline:** The Wednesday 12 days prior to desired publication date

### **3. Website: News & Events Page**

*The News & Events page of the Central's website, [http://www.centralpc.org/coming\\_up](http://www.centralpc.org/coming_up), will be used to highlight the same key events from the bulletin. When receiving an announcement on the back or inside of the bulletin, ministries will automatically be listed on the website.*

### **Website: Separate Page**

*In addition to the News & Events page, full pages may be designed to communicate additional information for certain events of church-wide emphasis.*

**Who Can Post:** Events receiving church-wide emphasis as determined by Senior Leadership Team.

**Format:** Text and graphics

**Contact:** Evan DeVita, [communications@centralpc.org](mailto:communications@centralpc.org)

**Deadline:** Two weeks prior to desired publication date

#### 4. Central Life

*This new monthly newsletter will be a full-color periodical published by the Senior Leadership Team to regularly share the vision and direction of Central Presbyterian Church. Each issue will focus on a major emphasis of the entire church in the upcoming weeks or months.*

**Who Can Post:** This publication is not available for general announcements.

#### 5. Department/Ministry Newsletters

*These publications will provide a means of communication from specific departments regarding important issues for those within the department or the congregation. Examples would be a Children's Ministry newsletter, Outreach newsletter, etc. Newsletters will be displayed at Connection Central and may also be distributed electronically to department-specific distribution lists. Newsletters will have a uniform header supplied by the Communications department. Frequency of newsletters will be determined by each ministry.*

**Who Can Post:** Staffed Ministry Departments, or others with approval

**Format:** Single sheet 8 ½ x 11 (double-sided)

**Contact:** Your Ministry Director

### Communication during Sunday Worship

#### 1. Verbal Announcements in Worship

*Verbal announcements are those that are given by the Assisting Elder/Mosaic Host, usually at the beginning of the service. Verbal announcements are now limited to 3 total per Sunday. Verbal announcements will also receive a listing on the inside of the bulletin.*

**Who Can Post:** Staff-supervised ministries and events receiving church-wide emphasis.

Verbal announcements are subject to approval by Senior Leadership Team.

**Format:** Up to 50 words (may be edited down depending on space)

**Contact:** Mandi Pusateri, [mandi@centralpc.org](mailto:mandi@centralpc.org)

**Deadline:** The Wednesday 12 days prior to desired publication date

#### 2. Special Announcement in Worship

*On a given Sunday, one announcement, designated by the Senior Leadership Team, may receive a special emphasis at all services. These announcements may use a variety of creative approaches to enhance the message, including video, graphics, personal testimonies, worship handouts, connect card, etc. It is the responsibility of the ministry giving the announcement to supply all content. However, content must be approved by the worship staff as suitable for use during the service. Special announcements will also receive a listing on the inside of the bulletin.*

**Who Can Post:** Events receiving church-wide emphasis as determined by Senior Leadership Team.

**Format:** Up to 3 minutes during all worship services

**Contact:** Mandi Pusateri, [mandi@centralpc.org](mailto:mandi@centralpc.org)

**Deadline:** The Wednesday 12 days prior to desired announcement date

#### 3. Video Screen Announcement Slides (pre- and post-service at Mosaic)

*Before and after the Mosaic Services, the day's printed and verbal announcements will be posted on a scrolling slide show. Graphics and text will be created by worship staff unless otherwise requested. Ministries will automatically be added to the slideshow when receiving an announcement in the bulletin or during worship.*

**Format:** Logos or background images may be submitted with your announcement text

**Contact:** Mandi Pusateri, [mandi@centralpc.org](mailto:mandi@centralpc.org)

**Deadline:** The Wednesday 12 days prior to desired announcement date

## Other Forms of Communication

### 1. CCB Messages and Emails

*Central Community Builder (CCB) is the online community and database used by Central Presbyterian Church. Among other features, CCB allows ministry leaders to communicate with their teams and team members to communicate with one another. Supported forms of communication include message boards and email. If you are interested in utilizing CCB for your ministry or group, please contact Sarah Leong ([sarah@centralpc.org](mailto:sarah@centralpc.org)).*

**Who Can Post:** Ministry leaders trained and registered on CCB

**Contact:** Sarah Leong Oliver, [sarah@centralpc.org](mailto:sarah@centralpc.org)

### 2. Concourse Displays

*Tables and the grey display board may be used along the Concourse on a Sunday morning to highlight your ministry or event. Displays must be staffed on Sunday mornings.*

**Who Can Post:** Official ministries and events of Central Presbyterian Church

**Contact:** Sandy Strawhand, [sandy@centralpc.org](mailto:sandy@centralpc.org)

**Deadline:** The Wednesday 12 days prior to desired display date

### 3. Flyers, Handouts, and Other Publications

*These publications may be made by individual ministries as needed to be distributed at Connection Central. All publications must contain up-to-date information as well as the name and phone/e-mail address of who to contact for your ministry. NOTE: FLYERS AND HANDOUTS MAY NOT BE DISTRIBUTED BEFORE OR AFTER WORSHIP SERVICES except in conjunction with "special announcements" made during worship.*

**Who Can Post:** Official ministries and events of Central Presbyterian Church, subject to approval by Connection Central team

**Format:** 8 ½ x 11 tri-fold or full sheet (portrait)

**Contact:** Kim McCaughey, [kim.mccaughey@dlapiper.com](mailto:kim.mccaughey@dlapiper.com)

**Deadline:** The Wednesday 12 days prior to desired display date

### 4. Front Sign

*The sign along York Road may be used to promote events of interest to the community.*

**Who Can Post:** Official ministries and events of Central Presbyterian Church

**Format:** 4 lines of text, up to 30 characters each

**Contact:** Sandy Strawhand, [sandy@centralpc.org](mailto:sandy@centralpc.org)

**Deadline:** One week prior to desired display date