



## **Public Communication Patterns & Principles**

### **Introduction**

The goal of these patterns and principles is to communicate West Cohasset Chapel (WCC) and its ministries clearly and effectively both internally and externally for the sake of Jesus Christ. Communication methods are tools for ministry, and we want to assist in making each ministry and event successful through the best use of each venue.

We also encourage individuals to promote non-West Cohasset Chapel events personally using all the means at their disposal such as personal invites, Facebook, e-mail, etc. We have found these means to be the most effective and encourage each person to continue doing so as events come up in the community.

### **Patterns & Principles**

All requests for communication and announcements will be directed to the Church Ministry Coordinator (CMC).

CMC asks the following questions:

1. Does it pertain to a West Cohasset Chapel (WCC) ministry/committee or supported ministry?
2. Who, What, When, Where, Why and How?
3. Does this need Elder approval?(if applicable).

If it does not pertain to a WCC ministry/committee or supported ministry, as a rule we will not grant the request. Exceptions may be made for items with a spiritual element.

If the answer is yes, the CMC will determine the best venue for communicating the information. CMC will check with Secretary for availability as worship folder, bulletin board, and Welcome Center space is limited.

After the venue(s) are determined, the CMC will communicate the information.

More lead time is better as the calendar fills up quickly. The CMC may not be able to accommodate later notice requests as priority is given to requests in the order they are received.

### Venues for Communication

- Website
- Wire newsletter
- Info. email
- Worship folder announcement
- Worship folder insert
- Direct mail
- Facebook
- Bulletin board
- Power Point slide/TV Monitor
- Public Announcement

### Principles

- Announcements are not of primary importance during Sunday morning worship.
- Clear information is needed so all can understand (both newcomers and regular attenders).
  - Who, What, When, Where, Why and How questions answered for *every* announcement.
- We need to honor people's time and service time.
- We need to plan for God to continue to grow his kingdom with many new faces that need clear and complete information so they can understand.
- Mutual submission is needed between all ministries so one ministry is not given priority over another.
- All public communication must be screened for content as well as clarity because the honor of Christ's name is at stake every time we communicate.
- Remember the body aspect of congregational worship (1 Corinthians 12).

## Public Announcement Procedures

The principle will be to limit the number of special announcements and presentations as they are of secondary importance in our worship service.

All requests for public announcements will be directed to the CMC. As a rule, there is minimum one month lead time for requests to make public announcements.

- If a worship leader is approached on a Sunday morning with a request to make an announcement, the answer is no, directing them to the CMC with their request.
  - Example, person X approaches CMC and wants information out immediately (ie: worship service announcement). CMC can send an info email out within minutes

of the request so that by the time the congregation members get home from church, they will have the email in their inbox.

- The CMC is given discretion regarding late notice announcements.

All announcements will include an introduction of the person with first and last name, ministry and answer the Who, What, When, Where, Why & How questions of the announcement.

All announcements will be given using a microphone. The CMC will notify the AV team in advance with the order of service including special announcements and technical needs.

It is requested that an outline be sent to the CMC by the Thursday prior to the announcement being made.

#### Options for Public Announcements:

1. Worship leader does regular welcome and announcements, plus the special announcement.
  - a. The worship leader will be sent a script by the CMC with the information for welcome and announcements.
2. Ministry leader or Elder does welcome and announcements including their special announcement. This helps give a face to a name to personalize a specific ministry.
  - a. The ministry leader will be sent a script by the CMC with the information for welcome and announcements.
3. Ministry leader does only special announcement following worship leader announcement with the goal of limiting special announcements.

## **Worship Folder Procedures**

All requests for information in the worship folder must be in by Wednesday, keeping in mind that space is limited and priority is given to the first requests received.

Secretary has discretion for editing content as well as the announcements will be in the worship folder.

As a rule, no more than 3 inserts in the worship folder per week (including the connect card).

## **Bulletin Board/Welcome Center Procedures**

Only information regarding WCC ministries or supported ministries will be posted on the bulletin board or placed at the Welcome Center. Only the staff can put items on the bulletin board in keeping with the patterns and principles.

The Secretary will manage the bulletin board and welcome center to ensure the information is current and that brochures and literature are stocked.