

# Mount Pisgah Church

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## COMMUNICATION PROCEDURES & POLICIES

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### 1. GOAL

Maximize & streamline the things at Mt. Pisgah that attract people to Jesus Christ and His message of Good News and minimize the things that repel them. The Communications Ministry of Mt. Pisgah UMC will assist the church community with proclaiming the Good News locally, regionally, nationally, and worldwide.

### 2. SCOPE

- a. This document applies to all of Mt. Pisgah's employees, clergy, and volunteers.
- b. This document describes the organization's procedures and policies regarding communication to people inside and outside the immediate Mt. Pisgah community.

### 3. SCRIPTURAL FOUNDATION

- a. Acts 5:42 - Day after day, in the temple courts and from house to house, they never stopped teaching and proclaiming the good news that Jesus is the Messiah.
    - i. It will be our goal that the Good News would "never stop" being taught and proclaimed through the people of Mt. Pisgah UMC.
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### COMMUNICATIONS TEAM

The Communications Team will be assembled by the Director of Communications and made up of laity and staff members. Laity and staff may join the Communications Team by expressing interest to the Director of Communications or by invitation.

### MEDIUMS FOR COMMUNICATION

#### ANNOUNCEMENTS

**Purpose:** To connect guests and community members to the life of Mt. Pisgah UMC by offering detailed information and pointing them to our website.

**Policies:**

- i) ANNOUNCEMENTS will be prioritized and published based on the established Priority System located at the back of this policy.
- ii) ANNOUNCEMENTS must be approved by a member of the Communications Team.
- iii) ANNOUNCEMENTS will be published by priority system via:

- The bulletin
- The newsletter
- The website
- The E-News
- TV screens
- Projection systems
- Phone tree
- Verbal announcement
- Social media
- Digital Sign
- Bulletin boards

## BULLETIN

**Purpose:** To create a mode of communication between worship leaders and worshipping community that prioritizes hospitality and information for new guests as well as facilitating seamless movement through the worship experience.

### **Policies:**

- i) The BULLETIN will work in tandem with the projection screens at the front of the worship space to lead every instance of congregational speaking.
- ii) The BULLETIN will be focused on the needs of new guests and their understanding of the worship experience as well as the facility and the ministries offered during their worship hour and beyond.
  - (1) The BULLETIN will communicate announcements about events or sign-ups occurring within 2 weeks of the date of publication or events determined to be all-encompassing of the community (e.g. special service)
- iii) The BULLETIN will not communicate: Long-term announcements, Volunteer Schedules, Calendar, Staff Contacts, Licenses, Prayer List, Financial Highlights (See CONNECTION POINT for information on these items)
- iv) Clergy, staff & community members are to submit necessary information for the BULLETIN by the Tuesday preceding the weekend to come by 12:00pm.
- v) Submit announcements for the BULLETIN to the Director of Communications at:
  - [kim@mtpisgahgso.org](mailto:kim@mtpisgahgso.org) OR
  - Main office mailbox
- vi) Submit worship information for the traditional BULLETIN to the Administrative Assistant at:
  - [luann@mtpisgahgso.org](mailto:luann@mtpisgahgso.org) OR
  - Main office mailbox
- vii) The Administrative Assistant will coordinate publishing the BULLETIN for distribution at weekend services, online, and in church receptacles.
  - Traditional BULLETIN distributed to: 8:30am & 11:00am worship services
  - Choir BULLETIN distributed to: Choir Director
  - Contemporary BULLETIN distributed to: 9:45am worship service

viii) The Director of Communications will publish all BULLETINs online at:

[www.mtpisgahgso.org/worship2](http://www.mtpisgahgso.org/worship2)

#### CONNECTION POINT

**Purpose:** To create a printed source of information for connected members of the Mt. Pisgah UMC community that will facilitate greater engagement in lay ministry.

**Policies:**

- i) The CONNECTION POINT will be printed at a small volume each Sunday and placed in church receptacles/on sanctuary tables weekly.
- ii) Included information: Prayer List, Volunteer Schedules, Church Calendar, Staff Contacts, Licenses, Financial Highlights, Weekly Birthdays/Anniversaries, Long-term announcements
- iii) Clergy, staff & community members are to submit necessary information for the CONNECTION POINT by the Tuesday preceding the weekend to come by 12:00pm.
- iv) Submit CONNECTION POINT information to the Administrative Assistant at:
  - [luann@mtpisgahgso.org](mailto:luann@mtpisgahgso.org) OR
  - Main office mailbox
- v) The Administrative Assistant will coordinate publishing the CONNECTION POINT for distribution at weekend services and in church receptacles.
- vi) CONNECTION POINT distributed to: 8:30am, 9:45am, 11:00am worship services & church receptacles.

#### DISCIPLESHIP MAGAZINE

**Purpose:** To communicate all methods for connecting to the discipling communities of Mount Pisgah Church.

**Policies:**

- i) The DISCIPLESHIP MAGAZINE will be published quarterly.
- ii) Content and images will be created and edited by the Communications Team.
- iii) Submissions for the DISCIPLESHIP MAGAZINE must be given to the Director of Communication by 3 weeks prior to publication.

#### WEBSITE

**Purpose:** To create an online space of hospitality, welcome, continued discipleship, and information for new guests and Mt. Pisgah UMC community members.

**Policies:**

- i) The WEBSITE will focus on, and make primary, hospitality and information for new guests.
- ii) The WEBSITE will be updated daily, Monday – Friday, and during weekends when special circumstances arise.
- iii) The WEBSITE will be hosted at Siteground.com and updated at wordpress.com. Passwords for editing privileges will be distributed by the Director of Communications.
- iv) The WEBSITE will have a security protocol (https://) through: Siteground.com
- v) Anyone needing a new “page” on the website will need to receive approval from the Communications Team.
- vi) No ministry of the church should have a separate domain name, hosted by a third party unless approval has been given by the Communication Team.
- vii) Videos will be published on the Mt. Pisgah WEBSITE via *Vimeo* (account information on file with Director of Communications)
- viii) Clergy, staff & community members are to submit necessary information for the WEBSITE 2-weeks prior to placement on the WEBSITE.
- ix) Submit WEBSITE information to the Director of Communications at:
  - [kim@mtpisgahgso.org](mailto:kim@mtpisgahgso.org) OR
  - Main office mailbox

#### E-NEWS

**Purpose:** To communicate events, ministry news, and all pertinent information affecting the community at Mt. Pisgah UMC on a weekly basis.

**Policies:**

- i) The E-NEWS will be published and sent on Thursday of each week.
- ii) The E-NEWS will contain only information that has deadlines, drop dates, or events happening in the next 10 days or reports of events from the previous 7 days.
- iii) Clergy, staff & community members are to submit necessary information for the E-NEWS the Wednesday before desired publication.
- iv) Submit E-NEWS information to the Director of Communications at:
  - [kim@mtpisgahgso.org](mailto:kim@mtpisgahgso.org) OR
  - Main office mailbox

#### SOCIAL MEDIA

**Purpose:** To communicate and promote highlights of the Mt. Pisgah UMC ministries and to engage the Greensboro community.

**Policies:**

- i) The Office of Communications will host accounts on: Facebook, Twitter, Instagram, YouTube, & Vimeo.
- ii) Coordination of posting will occur through Hootsuite.
- iii) Program Staff may host their own SOCIAL MEDIA accounts with the following policies:
  - Must post at least weekly
  - Must maintain Mt. Pisgah UMC brand identity
  - All images of children & youth may only be published by written permission of a guardian/parent
    - (a) No image of a youth or child may be altered other than changing the photograph's coloring and crop settings.
  - All SOCIAL MEDIA accounts should align with the Scriptural foundation of our communication policies and embody the essence of the Good News of the Gospel.
- iv) Clergy, staff & community members are to submit necessary information for SOCIAL MEDIA accounts 1 day prior to desired publication.
- v) Submit SOCIAL MEDIA information to the Director of Communications at:
  - (a) [kim@mtpisgahgso.org](mailto:kim@mtpisgahgso.org) or via text 567-644-4542

#### MONTHLY NEWSLETTER

**Purpose:** To communicate timely news about Mt. Pisgah UMC community members, events, and ministries.

**Policies:**

- i) The NEWSLETTER will be focused on the informational needs of connected members of Mt. Pisgah UMC.
- ii) The NEWSLETTER will be distributed in print, by USPS, via email and on the website once per month.
- iii) Clergy, staff & community members are to submit necessary information for the NEWSLETTER 1-week prior to end of the month for the upcoming month.
- iv) The NEWSLETTER will be published 3 days prior to the end of the month.
- ii) The NEWSLETTER will be printed by the Administrative Assistant; folded & mailed by volunteer staff.
- iii) Submit NEWSLETTER information to the Director of Communications at:
  - [kim@mtpisgahgso.org](mailto:kim@mtpisgahgso.org) OR
  - Main office mailbox

#### PROJECTION SCREENS IN WORSHIP

**Purpose:** To create a mode of communication between worship leaders and worshipping community that prioritizes hospitality and information for new guests as well as facilitating seamless movement

through the worship experience.

**Policies:**

- i) Announcements:
  - (a) No more than 5 announcements will be featured each Sunday. These announcements will coincide with bulletin announcements.
    - (i) Moving toward video announcements, featuring program staff. Submit 2-weeks prior to showing
      1. Until we are capable, we will align slides with announcements.
      2. Announcements scroll before & after service and during the Greeting.
  - (b) Remain consistent through all worship services
  - (c) Must be submitted by Monday, 12:00pm
- ii) Lyrics:
  - (a) No more than 4-5 lines per screen
- iii) Prayers / Liturgy
  - (a) One paragraph per screen
- iv) Video
  - (a) No video will be shown unless it is approved by clergy, staff or the Communications Team.
- v) Graphics
  - (a) Consistent through all worship services (the simpler, the better)
- vi) Final decisions on graphics will be made by
  - (a) Donald Thomas for The Mount
  - (b) Administrative Assistant for Traditional Worship
- vii) Clergy, staff & community members are to submit necessary information for the PROJECTION SCREENS by Tuesday at 12:00pm.
- viii) The PROJECTION SCREEN content will be created and uploaded by:
  - Traditional Worship: LuAnn Christy & Volunteers
  - The Mount Worship: Rev. Donald Thomas
- ix) Submit PROJECTION SCREEN content to:
  - Traditional Worship: LuAnn Christy
  - The Mount Worship: Rev. Donald Thomas

**MINISTRY TABLES**

**Purpose:** To enable one-on-one communication, promotion, or growth of a ministry of Mt. Pisgah UMC.

**Policies:**

- i) Ministry table space must be requested through the Director of Communications at least 4 weeks in advance of desired date.
- ii) The promoted ministry and the Director of Communications will work together to find a creative

space for the most visibility while keeping our community members with special needs safe and comfortable while passing through the hallways and public spaces.

iii) MINISTRY TABLE space requests should be sent to Kim Miller at:

- [kim@mtpisgahgso.org](mailto:kim@mtpisgahgso.org) OR
- Main office mailbox

#### PRINTED BROCHURES / POSTCARDS

**Purpose:** To disseminate specific details about a ministry or event supported at Mt. Pisgah UMC.

**Policies:**

- i) All BROCHURES/POSTCARDS to be handed/mailed out at Mt. Pisgah UMC must be approved by the Communications Team.
- ii) BROCHURES/POSTCARDS will be available on tables at the entry/exit of worship for a maximum of 2 weeks. After these 2 weeks, BROCHURES may be displayed in the BROCHURE racks outside the sanctuary for additional promotion time.
- iii) Please submit draft brochures to the Director of Communications 1-week prior to desired promotion date if self-publishing.
- iv) Please submit information for staff-created brochures/postcards 4 weeks prior to desired promotion date.

#### INDOOR BANNERS

**Purpose:** To promote an event or ministry at Mt. Pisgah UMC.

**Policies:**

- i) Indoor BANNERS must be requested a minimum of four weeks prior to the date of promotion and approved by the Communications Team.
- ii) The cost of indoor BANNERS will come at the expense of the requesting ministry. Ministries should plan their budget accordingly.
- iii) No outdoor BANNERS will be approved for display on the Mt. Pisgah UMC campus with the exception of Board of Trustees approved displays. (please see ELECTRONIC SIGN for details on outdoor promotion of events)
- iv) Please submit an image and dimensions of your indoor BANNER to the Director of Communications prior to display date.

#### POSTERS AND SIGNAGE

*The TV screens and other media have replaced the general use of posters affixed to any structure at Mt. Pisgah UMC. No posters or flyers are to be placed on the walls or doors throughout the building. We urge*

*you to use an alternative means of promotion. See BULLETIN BOARD section for information on flyer promotions. Directional signage (e.g. "Room Closed") should not be taped to doors or in hallways. Please see Pam Ingram, Director of Operations, for appropriate signage.*

#### DONATION BINS

*Please see "MINISTRY TABLES"*

#### BULLETIN BOARDS

**Purpose:** To inform guests and community members of Mt. Pisgah UMC about ministry opportunities and special events.

**Policies:**

- i) BULLETIN BOARDS are assigned to specific ministries. Please contact the Director of Communications for permission to use one of the BULLETIN BOARDS

#### TV MONITORS

**Purpose:** To inform guests and community members of Mt. Pisgah UMC about ministry opportunities and special events.

**Policies:**

- i) The TV MONITORS will be an extension of Sunday worship.
- ii) The projection screens that are used in worship will be broadcast on the TV MONITORS throughout the week.
- iii) The content of all worship services will be broadcast onto the TV MONITORS during the worship hour. (Working toward streaming software/hardware & equipment)
- iv) TV MONITORS will be placed strategically throughout the campus to facilitate hospitality.

#### PRESS RELEASES

**Purpose:** To inform media outlets about newsworthy events happening on the Mt. Pisgah campus.

**Policies:**

- i) The Director of Communications, Clergy or Staff will initiate all PRESS RELEASES.
- ii) The Director of Communications will draft and edit all PRESS RELEASES.
- iii) The Communications Team will give final approval of all PRESS RELEASES.
- iv) PRESS RELEASES will be distributed to appropriate news media determined by staff decision.



## ELECTRONIC SIGN

**Purpose:** To do 24/7 invitation ministry on Pisgah Church & Battleground Rds.

### **Policies:**

- i) The sign shall be operational according to the City of Greensboro's sign zoning regulations for Commercial/Medium zoning as outlined in Article 30-14-8, (<http://www.greensboro-nc.gov/modules/showdocument.aspx?documentid=27045>) Currently the regulations state that the sign can be operational from 7 AM to Midnight and the hold time must be at least 3 seconds
- ii) In the absence of the Director of Communications a trained designee will make changes to the sign messages and handle troubleshooting problems.
- iii) The equipment & software for the ELECTRONIC SIGN will be used and stored in the office of and monitored by the Director of Communications with accountability to the Trustee Committee.
- iv) All usage will comply with user manuals and safety regulations given by the sign manufacturers.
- v) Only invitational/evangelistic or celebratory ministries for the community will be promoted on the ELECTRONIC SIGN.
- vi) Promotion time of each featured event will be uniquely determined by the Director of Communications in conjunction with the organizing entity.
- vii) Screen transitions and timing will be determined by the ministry season and amount of information available.
- viii) Troubleshooting will be handled out of the office of the Director of Communications in consultation first, with the sign manufacturer, and second, with the Trustee Committee.
- ix) All screens published on the ELECTRONIC SIGN will represent the values of Mount Pisgah Church. Final determination of what will be published will be determined by the Director of Communication and the Communication Team in consultation with staff and clergy.

# Mount Pisgah Church

## PRIORITY SYSTEM

Level	Criteria	Support	Examples
<b>A</b>	All Church Events All Ministries 75%+ of community	Graphic Design Video on web, social media Website front page Bulletin Newsletter E-News Electronic Sign Worship Slides & TVs Video announcement Ministry Table News release Indoor Banners Postcards	Major Sermon Series Christmas/Easter Evangelism Events Ministry Launches
<b>B</b>	Niche-focused events 1-time event 25-74%+ of community	Graphic Design Video on web, social media Bulletin Website - ministry specific page Newsletter E-News Worship Slides & TVs Video announcement Ministry Table Postcards	Women's Retreat Confirmation Sunday Egg Hunt VBS
<b>C</b>	Individual Ministry Events	Graphic Design	ELP

	10 - 24% of community	Video on web, social media Bulletin Website Calendar & Event Page Newsletter Worship Slides & TVs Bulletin Board - ministry specific E-News Ministry Table Spoken Announcement	Youth Events Children's Events Senior Events
<b>D</b>	Other ministry events, seminars & classes  Non-Mt. Pisgah Events 3 - 9% of community	Video on web, social media  Newsletter E-News Bulletin Board - ministry specific Website Calendar Ministry Table Connection Point	Fundraisers (Relay for Life, Poor Man's Supper)  Weekly Events
<b>E</b>	Administrative Information	Newsletter  Website Calendar Connection Point	Trustee meeting Financial Statements
<b>F</b>	Miscellaneous	Connection Point Prayer Email (opt-in only) Website Calendar	Prayer Requests Celebrations - births, weddings

# Mount Pisgah Church

## SUBMISSION / RUN TIMELINES

Medium	Deadline for Submission	#/length of Runs
Bulletin	Tuesday, 12:00pm	2 weeks
Website front page	4-weeks prior to publication	4-5 weeks
Website, ministry-specific page	2-weeks prior to publication	3 months
E-News	Wednesday, 12:00pm	17 days
Social Media	1- day prior to publication	n/a
Newsletter	1- week prior to publication	1 month
Worship Slides/TVs	Tuesday, 12:00pm	2 weeks
Spoken Announcement	Tuesday, 12:00pm	2 weeks
Video Announcement	Tuesday, 12:00pm	2 weeks
Ministry Table (changes when welcome center arrives)	4-weeks prior to set-up	2 weeks
Printed brochures/postcards	1 wk (self-published), 4 wks (staff published)	2 wks (worship center tables) 3 wks (brochure racks)
Electronic Sign	see Dir. Of Communications	see Dir. Of Communications
Indoor Banner	4-weeks prior to publication	4 weeks
Bulletin Board	n/a	until event date
Connection Point	Tuesday, 12:00pm	Until event date