

WCC Communication Methods and Guidelines for Staff and Lay Leaders

Communications Contacts

Note: please send all information and requests for editorial assistance or publicity about upcoming programs and events to communications@wayzatacommunitychurch.org

- Lynne Gehling, Interim Communications Manager/Web Coordinator
lgehling@wayzatacommunitychurch.org
(612) 750-4845
- Cami Farley, Events Manager, *Beacon* Editor
cfarley@wayzatacommunitychurch.org
(952) 473-8877, ext. 225
- Marnie Baehr, Graphic Designer
mbaehr@wayzatacommunitychurch.org
(952) 473-8877, ext. 238

WCC Web Site

- Purpose: To be the “first place” church members go for information about programs and events; to serve as the community’s window to WCC.
- **Due Date: 14 days minimum prior to desired posting of information, sent in a Word document (.doc)**
- Contact: Lynne Gehling
- Guidelines:

To set up a Homepage Rotating Graphic (HRG)

Make your request to communications@wayzatacommunitychurch.org and be sure to include the following:

- 1.) Title (shows in rose color on the website): must be less than 20 characters
- 2.) Body text: 2-3 sentences that will display with the graphic
- 3.) Time-frame requested (i.e. start and end dates)
- 4.) Link page for more information; this needs to be a URL (copy the URL from our browser and paste into the email) so it is clear what WCC webpage you are requesting.
- 5.) Graphics: forward photos/graphics if applicable. If none then be sure to cc. Marnie Baehr in your request.

To set up Web pages

Make your request by email and be sure to include the following:

- 1.) Name of program and brief description
- 2.) Name of person leading event or program (contact information)
- 3.) Date(s) of event
- 4.) Location/room assignment
- 5.) Fees/Reservation instructions

The *Beacon*

- Purpose: Mailed monthly to members & friends, celebrating who we are as a church community. Includes calendar of events. Links to current and past issues of the *Beacon* are on the WCC website under Resources.

- **Editorial due date: First Tuesday of each month. Copy must be sent in a Word document (.doc)**
- Guideline: Articles and human interest features are by assignment. Story ideas are always welcome.
- Contact: Cami Farley

The Sunday Beacon

- Purpose: Printed and posted on website weekly to promote upcoming events and programs
- **Editorial due date: Thursday 10 days prior to the Sunday published. Copy may be sent via email or in a Word document (.doc).**
- Guideline: 50 words including edited details of the event, date, and contact person
- Events and program information will be printed a *maximum* of 3 consecutive weeks
- Contact: Marnie Baehr

Constant Contact Emails

- Purpose: To deliver timely messages to targeted groups
- **Due date: to be employed at the discretion and under the direction of the communications team. Information must be emailed or sent in a Word document (.doc)**
- Guidelines: existing templates will be used for all Constant Contact email blasts
- Custom templates can be designed with specific event graphics. Contact Marnie Baehr if you would like a custom template.
- All emails must be routed for proofing and review prior to sending. Marnie Baehr and Cami Farley can proof emails.
- Contacts: Cami Farley, Marnie Baehr

Print Materials, Event graphics development

- Purpose: To publicize events and programs internally and externally
- **Due date: 45 days in advance of the date materials will be needed (or earlier, in the case of any materials required for Rally Sunday kick-off). Copy may be sent via email or in a Word document (.doc).**
- **Materials required for Rally Sunday: Final copy and photos or graphics should be submitted to Marnie Baehr by June 15, 2010.**
- Printing, collating, and distribution of materials are the responsibility of the board, committee, or staff person making the request.
- Contact: Marnie Baehr

Large Signage and Banners (materials that are outsourced)

- Purpose: To publicize events and programs internally and externally
- **Due date: 30 days in advance of the date you need the sign or banner**
- **Guideline: submit graphics (if applicable) and final copy via email or in Word document (.doc)**
- Contact: Marnie Baehr

Press Releases/Media Alerts

- Purpose: to promote events and programs in the community
- **Guidelines: submit final, edited copy as editorial material or a calendar listing 60 days in advance of event.**
- **Information must be emailed or sent in a Word document (.doc)**
- Contact: Cami Farley

The guidelines in this document apply to all staff, boards/committees, lay-led teams, and project leaders.