CCPC Communication Committee
Publication Guidelines (Adopted 8/26/2014)

These are the base guidelines to which staff and the Communication Committee refer when determining which media forms are best suited for the submitted information, and as a guide for ministries and groups in preparing information to be submitted.

Overall Goal: Making the Kingdom of Good More Visible

1. **Midweek Update / E-mail Blast—Deadline for Submissions: One Week Prior**
   Information for this weekly e-publication is intended to be an update, reminder, or new information for our congregation, actionable in the very near future. The event or item to promote should meet one or more of the following criteria:
   a. Has church-wide significance.
   b. Is expected to appeal to a broad cross section of the congregation.
   c. Is an important church-wide scheduling change.
   d. Reflects a need for ministry to others that the congregation can respond to.

2. **Sunday Worship Bulletin—Deadline for Submissions: One Week Prior**
   Information for this weekly publication is primarily intended to include Order of Worship information for our worshippers, prayer list, and events/meetings scheduled for that day.
   a. Order of Worship information is determined by the pastors and worship team.
   b. Prayer list information for publication is kept and confirmed by the **Administrative Associate, Barbara Bickerstaff (barbarabickerstaff@ccpc.us)**.
   c. Events, announcements, and meeting information for publication are collected by the **Communication Coordinator, Brittany Hooper (brittanyhooper@ccpc.us)** and should be submitted by <u>5pm the Monday prior to the Sunday bulletin date</u>. (E-mail is preferred.)
      i. Event Information submitted for publication should include the event name, date, time, contact person, and contact info. A *brief* description of the event, mission or ministry associated with it, and other pertinent information should be included. Detailed information of this event/announcement can also be included on the church website at www.ccpc.us.

3. **Two Weeks @ CCPC—Deadline for Submissions: Two Weeks Prior**
   Information for this biweekly (every two weeks) two-sided single-sheet publication is primarily intended to provide a chronological list of events and meetings over that two-week time period in a brief "at-a-glance" format. General announcements may also be included if they fit the date-range period and as room in the publication allows.
   a. Events, announcements, and meeting information for publication are collected by the Communication Coordinator.
      i. Event and announcement information submitted for publication should include the event name, date, time, contact person, and contact info. A

brief description of the event, mission or ministry associated with it and other pertinent information should be included. Detailed information of this event/announcement can also be included on the church website at www.ccpc.us.

4. **Beacon Newsletter—Deadline for Submissions: Two Weeks Prior to Delivery** Information from this bimonthly (every two months) publication is primarily intended to illustrate to our congregation and all readers examples of the Kingdom of God being made more visible as a result of missions, ministries, events, and actions by His church here at Central College.
   a. Stories will tend to be follow-up to such events.
   b. These articles can be longer in form.
   c. Church ministries/missions should look for members/attendees who can chronicle such events and, even better, write the story to be told.
   d. Event photos are always encouraged for submission along with the story.
   e. Typical article length can range between 150 and 400 words.

   Contact the Communication Coordinator to discover the submission deadline for articles for the next Beacon. Contact information for the Communications Coordinator can be found below.

5. **Church Website: www.ccpc.us: Basic information can be updated within 24 hours; complete page builds should allow for 3-4 days—**The CCPC website is updated and maintained by the AV Production Coordinator, **John Lane (johnlane@ccpc.us)**, and designed to provide information for two groups:
   a. It should provide basic, easy to find information for those seeking a church to attend.
   b. It should provide useable and current content for the entire congregation communicating the many ministries, missions, and administrative activities of Central College Presbyterian Church.

6. **CCPC Facebook Page** – The CCPC Facebook page can be found by searching @centralcollegechurch on Facebook. The Facebook page is updated and maintained by the AV Production Coordinator daily, weekly, or monthly. Information on the Facebook page should be an event, update, reminder, or announcement, and can be formatted as a link to CCPC content/CCPC website, text, videos, images, and audio.

7. **CCPC Twitter Account** – Can be accessed by searching @ccpchurch on Twitter. Intended for CCPC congregation to receive basic information and updates.