

COMMUNICATION MINISTRY DESCRIPTION

09/18/2023

Mission Statement

At St. Mark Presbyterian Church, we seek to live and share the miracle of God's grace. We are a loving congregation with a heart for all God's people. The Communication Ministry enacts policies and sets guidelines so that all communication from St. Mark is appropriate, accurate and reflects our mission which is *"to glorify God and, by the power of the Holy Spirit, provide opportunities for all people to know, love and follow Jesus Christ."*

Committee Members

One Active Elder chairs and recruits other church members to serve on the committee as needed. Church staff whose job responsibilities encompass creating and managing communication with members and the community serve as non-voting members of this committee.

Purpose

- To ensure consistent, high quality, and appropriate communications to all members of the church, prospective members, guests, partner organizations, the neighboring community and the general public.
- To ensure all communications are accurate and appropriate within the context of a PC-USA faith community.
- To effectively utilize budgeted resources for approved communications.
- To protect the privacy of all church members and others who use St. Mark facilities and resources and/or participate in St. Mark ministries.

Committee Responsibilities

Please note: Although all communication requests are given due consideration by the primary contact, there is no guarantee that a request will be approved and included in the relevant medium (Happenings, video screens, Realm email blasts, social media, bulletin, etc.). If approved, content may be edited as deemed necessary for clarity and length.

HAPPENINGS WEEKLY EMAIL BLAST

Primary Contact: Office Administrator

Requests due by 5 pm on Monday

An electronic newsletter published weekly. Intended to be an email blast of short announcements and stories about activities of interest to members and visitors.

SUNDAY BULLETIN/ORDER OF WORSHIP

Primary Contact: Office Administrator

Requests due by Tuesday noon for the following Sunday

Worship Committee & the Ministry Teams are responsible for worship service content.

The Office Administrator is responsible for finalizing and distributing the bulletin/order

of worship including additional content such as flower dedications, refreshment recognition, and announcements.

WEBSITE (<https://www.stmarktx.org/>)

Primary Contacts: Communication Elder, designated Communication Committee members and/or Office Administrator

Content is designed to provide general information about St. Mark and its ministries, and to encourage and facilitate opportunities for others to visit and participate. It also provides timely information for members. Website editing privileges are granted by the Communication Elder and implemented by the Office Administrator or designated Communication Committee member.

WORSHIP TECHNICAL SUPPORT

Primary Contacts: Communication Elder, Technical Team Coordinator and/or designated Communication Committee members

Provide technical support for all worship services and events. This includes (but is not limited to) audio mixing, monitoring, and recording; managing lights; running multiple cameras for video recording and live streaming; managing live stream production and posting on the church YouTube page; creating and running slides during worship; preparing the chancel for rehearsals, worship services, and other events; and communicating with pastors, Director of Music & Worship, ministry leaders, and event coordinators to help facilitate all a/v needs.

SOCIAL MEDIA

Primary Contact: Communication Elder and/or Director of Christian Education

Public Church Facebook, Instagram and YouTube pages and a Private Instagram page for Youth.

Only the Director of Christian Education, Communication Elder and designated Communication Committee members can post to these sites. Social media is used to promote and share information about church activities, to encourage people to participate and engage with the church and our denomination, to share outcomes of our many ministries, and to reinforce that St. Mark members are actively living out the church's mission in the community.

REALM EMAIL BLASTS

Primary Contact: Pastor or Director of Christian Education, Office Administrator, or Communication Elder

Email blasts are used sparingly and with discretion, based on the importance and timeliness of the message. The Pastor, Director of Christian Education and/or the Communication Elder approve all requests for email blasts other than the weekly Happenings. Staff with appropriate Realm permissions or the Communication Elder can send email blasts.

VIDEO SCREENS in SANCTUARY, HOSPITALITY CENTER and FAMILY LIFE CENTER

Primary Contact: Office Administrator

Requests to post information are due by Tuesday noon to be shown on the next Sunday.

The screens are used to promote and encourage participation in St. Mark programs and activities. Ready-to-post PNG files in a horizontal format are preferred. Times and content for Sanctuary screen use will be decided jointly by the Worship and Communication Elders.

PERMANENT BANDERA ROAD SIGN

Primary Contact: Office Administrator

Sign message is changed at least twice monthly. The Office Administrator & Director of Christian Education coordinate messages and volunteers to post them.

TEMPORARY BANDERA ROAD BANNERS

Primary Contact: Director of Christian Education

Only one banner can be shown at a time and must be displayed as per Boerne City ordinance. Respective ministries are responsible for the cost of producing and maintaining banners. Director of Christian Education manages the banner schedule and coordinates set-up/take-down with the Sexton and Property Elder.

MEDIA ADS/ARTICLES

Primary Contact: Office Administrator and Communication Elder

Ads/articles are due two weeks before intended publication date

All paid advertisements must be approved by the Communication Elder. News articles and/or public service announcements can be submitted by any ministry with approval from the Communication Elder. Copies should be shared with the Office Administrator before submission as an FYI so the office can respond appropriately to follow up calls or inquiries.

DIRECTORIES

Primary Contact: Office Administrator and Communication Elder

- PDF/Printed Directory: A directory of all current Members, Affiliate Members, Members of Presbytery and Staff is downloaded from Realm and published the first month of each quarter (January, April, July, October). A PDF file of this directory is emailed to everyone listed in it with printed copies mailed to those who do not use email. Printed copies are available from the church office as well.
- Online Realm Directory: An online directory is available to members who have established access to their Realm accounts.
- Pictorial Directory: An ad hoc committee appointed and chaired by the Communication Elder will work with an approved vendor to produce a printed pictorial directory as directed by the session and/or Pastor, Head of Staff.

BULLETIN BOARDS

Primary Contact: Ministry Elders

Ministry Elders are responsible for keeping hallway bulletin boards maintained. There are nine boards: Adult CE (1), Children/Youth CE (2), Congregational Life (1) Outreach (2), Communication (2), ELC (1).