

# WCC Communications Policy

## Your Promotional Options

All communication or promotional needs should be forwarded to Kristie McGlaughlin ([km@worthingtoncc.org](mailto:km@worthingtoncc.org) or 614-885-8389). You may also contact her with any questions or concerns regarding this communication policy.

### BULLETINS & INSERTS

**Plan your communication strategy in advance.** Due to the space restriction of the bulletin, we strongly advise all Ministry Leaders to plan their communication strategy several weeks in advance – especially if your promotional item will require a place on the website or My Home. Your bulletin article may be subject to print delay if you do not plan your strategy effectively.

**The goal of the bulletin is to move people into other areas of our community.** Our hope is to create a dynamic online community that will create a friendly environment allowing people to connect with each other and share information. We want members, guests and friends to be able to interact on Facebook and LinkedIn and for them to learn more about us through our website and My Home. Bulletin articles should be kept short with the intent to move readers to our online presence to learn more about events, upcoming Bible studies, service opportunities, registration, etc.

**Bulletin articles must be brief and to the point. Please limit it to a headline and 3- to 5-sentences, including contact information.** If you need more space, please contact Kristie McGlaughlin to discuss other communication options.

**Bulletin inserts must fit on a 5.5" x 8.5" sheet of paper, single-sided** (half page for letter-sized piece of paper). If your submission requires a lot of text, please consider putting that text on the WCC website and using an article or insert as a teaser to move people to the site. Please contact Kristie if you have any questions.

**Bulletin articles and inserts can only run for two consecutive weeks in a row.** However you may run the same article or insert for two weeks, break for one week and then run the article for another two weeks.

**Minister bulletin submissions take first priority, followed by Ministry Leader submissions, which is then followed by member/regular attender submissions.** If there is room to print Ministry Leader and/or member submissions, priority is given on a first-come, first-serve basis and final approval determined by Kristie McGlaughlin and David Roberson.

**There is no guarantee that your submission will be printed.** As much as we would like to be able to print every submission, everything is subject to final approval (based on size restriction, content and priority) by Kristie McGlaughlin and David Roberson. If your submission is not approved there are other promotional options available.

**Don't request an insert when your submission can be an article or can go on the website** (either [worthingtoncc.org](http://worthingtoncc.org), Facebook or My Home). We try to limit our inserts to no more than 2- to 3-per-week. Unless you require a signup, or have an event that requires a lot of details, we suggest that you consider other options.

**Artwork in the body of the bulletin is not allowed.** Due to the severe space restrictions in the bulletin and the importance of keeping the text at a size that can be easily read by everyone, we cannot use artwork (clip art, etc.) in the bulletin.

**Deadline for bulletin submissions is Tuesday at 4:00 PM.**

**All submissions must be done in writing.** Submissions may be sent by email ([bulletin@worthingtoncc.org](mailto:bulletin@worthingtoncc.org) or [km@worthingtoncc.org](mailto:km@worthingtoncc.org)), fax (614-885-4076), by regular mail (8145 North High Street, Columbus, OH 43235) or by drop-off. Due to quality control concerns, submissions are not taken over the phone. If you wish to design your own insert, please speak to Kristie prior to doing so.

**Cost:** There is no additional ministry cost for promotion in the bulletin (unless you request a color insert – then your ministry will be charged a minimum of \$20 per weekly run).

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## WORTHINGTON CHRISTIAN CHURCH LOGO

**Do not alter the design of the church logo.** That includes changing the fonts, colors or graphics. The logo utilizes Pantone PMS Green, Reflex Blue, Warm Red and Black. The fonts used include Euphorigenic, Avant Garde, Adobe Caslon Pro and Aaaiight. If you need a digital copy of the WCC logo, please contact Kristie.

**The WCC logo should be displayed on every item intended for external distribution or consumption.**

## THE eVIEW

**The content in the eView is decided every week during our staff meeting; WCC ministers have first priority.** If you would like to have your article printed in the eView, it is recommended that you request space well ahead of time, but there is never a guarantee that a member submission will be published (though we do our best).

**eView articles should be short and to-the-point.** Articles with a lot of information are more effective if posted on the website with a brief "teaser" in the eView.

**Cost:** There is no additional ministry cost for promotion in the eView. Currently there are over 800 subscribers.

## WEBSITE

**Deadline for general website submissions or changes are Tuesday of every week.** Please send your submissions, in writing, to Kristie.

Most website requests can be fulfilled that same week (if not that same day); however, some requests may take more time or may involve more people. If your request is a bit complex or has a lot of text and/or images please contact Kristie to discuss your communication needs.

**Cost:** There is no additional ministry cost for promotion on the church website.

## MY HOME

If you have an event that requires registration, or a service opportunity that needs a few more volunteers, please contact Kristie ([km@worthingtoncc.org](mailto:km@worthingtoncc.org)) or Karen ([kwheeler@worthingtoncc.org](mailto:kwheeler@worthingtoncc.org)) about setting up your event or opportunity in My Home.

**Cost:** There is no additional ministry cost for event listing, etc. on My Home.

## FACEBOOK

If you have an announcement, a request, event photos or video, etc. that you would like to promote on the WCC Facebook page, please contact Kristie ([km@worthingtoncc.org](mailto:km@worthingtoncc.org)) or Karen ([kwheeler@worthingtoncc.org](mailto:kwheeler@worthingtoncc.org)). Members may certainly post to our Facebook group but if a staff person updates the page it will appear on the News Feed for everyone who has "liked" us.

**Cost:** There is no additional ministry cost for promotion on Facebook.

## CALENDAR

**All calendar requests must be approved by Terri Gallahue before they are officially added;** however, you may send a tentative calendar request to Karen ([kwheeler@worthingtoncc.org](mailto:kwheeler@worthingtoncc.org)). She will "save the date" for you until Terri approves it, then it will then be added to the church calendar. When making a calendar request via email to Karen, it is suggested that you copy Terri Gallahue ([tgallahue@worthingtoncc.org](mailto:tgallahue@worthingtoncc.org)).

**Cost:** There is no additional ministry cost for using the church calendar.

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## PLASMA SCREENS & WORSHIP CENTER SLIDES

**Deadline for slide requests is Wednesday by 4:00 PM.** All submissions run on a first-come, first serve basis. Submissions must be done in-writing and they must be brief. The more words that you try to jam on a slide the more difficult it will be to read.

**Cost:** There is no additional ministry cost for promotion on the plasma screens or Worship Center slides.

## BATHROOM DOOR & STALL SIGNS

**Deadline for bathroom door signs is Wednesday by 4:00 PM.** Bathroom door signs will be inserted into the clear acrylic signs on the door leading into the bathroom.

**Stall signs are meant to be displayed for several weeks in a row** and are ideal for promoting a repeating event (such as 1<sup>st</sup> & 10) or a schedule of upcoming events (such as the Moms schedule).

**Cost:** There is generally no additional cost for bathroom door signs (11x17). Stall signs, due to the greater number of prints required, can incur charges if color ink is used (at a cost of .05¢ per page). If using black ink on colored paper for stall signs the cost is free.

## POSTERS

**All posters must be displayed in an easel or in a clear acrylic door mount.** At no time may they be taped or pasted to the walls, windows or doors.

**11"x17" Posters** – the deadline for 11x17 posters is Wednesday at 4:00 PM with an average turnaround of 2-days. 11x17 posters are typically displayed on the bathroom doors.

**22"x28" Posters** – the deadline is Tuesday at 4:00 PM with an average turnaround of 5-days. 22x28 posters are displayed in the large black easels. Due to the cost of printing these large posters you must get approval from your ministry leader before we will design and print 22x28 posters.

**All of the black easels are for office use only. No exceptions.**

**Cost:** 11x17 posters are generally free (unless you are requesting more than eight, then the cost is .05¢ per page). All 22x28 posters are designed in-house but are printed by Staples. They cost about \$40/each to print.

## BROCHURES

**Deadlines for brochure submissions are divided into quarters:**

- Winter deadline – First Friday in December
- Spring deadline – First Friday in March
- Summer deadline – First Friday in June
- Fall deadline – First Friday in September

**Brochure submissions and changes can be requested at any time;** however, maintaining an updated brochure is a benefit for every ministry as brochures are most often picked up by first-time visitors and guests.

**Brochures are designed in-house.** If you would like a brochure made for your ministry, please contact Kristie.

**Cost:** There is no additional ministry cost for brochures.

## MASS MAIL

The church office is able to print labels and send mass mail and mass emails to the congregation. Please speak to Terri Gallahue ([tgallahue@worthingtoncc.org](mailto:tgallahue@worthingtoncc.org)) for more information (including ministry cost).

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## POSTCARDS

**Deadline for postcard requests is Tuesday at 4:00 PM with an average turnaround of one-week.** That turnaround can change depending on if we must label and mail the postcards, etc.

**Cost:** Please contact Kristie McGlaughlin.

## ATRIUM

**All Atrium displays are planned in advance and added to the church calendar.** If you wish to have a display, please contact the church office at least two weeks in advance so that the necessary equipment and/or space can be made available to you.

**All signage for tables & displays to be set up in the Atrium must be created or approved by the office first.** Due to our desire to maintain a professional, comfortable and clutter-free atmosphere within our church we ask that if you are creating your own signage for use in any ministry display that it first be approved by the office before going out for display. If it is not approved by the office, it will be subject to removal until more appropriate signage can be created.

**All displays must meet the final approval of the graphics department before set up.** Displays should be set up by 4:00 PM on the Friday before your scheduled Sunday. Please contact the church office for more information.

**If you have gotten approval for an Atrium display, please contact Joel Montgomery directly ([maintenance@worthingtoncc.org](mailto:maintenance@worthingtoncc.org)) to discuss specifics** (such as table size needed, number of chairs, etc.).

**Cost:** Table & chair set-up is free; promotional items can incur a charge if you're using church resources to create.

## LITERATURE RACK

The Literature Rack has very specific items on display and only those items may be placed in the rack at any time. If you have some literature that you would like to make available to the congregation, please check with Terri ([tgallahue@worthingtoncc.org](mailto:tgallahue@worthingtoncc.org)) before placing those items in the Ministry Room (rm. 126).

## OUTDOOR SIGN

The outdoor sign facing High Street is considered an evangelism tool and therefore only programs meant to draw in non-church members will be posted. Internal programs meant for members and regular attenders will generally not be listed (with few exceptions). Any request for the sign must be directed to Kristie by 9:00 AM on Tuesday.

## THANK YOU NOTES

Thank You notes may be displayed in the Ministry Room (rm. 126), or sent to the office via email ([km@worthingtoncc.org](mailto:km@worthingtoncc.org) or [tgallahue@worthingtoncc.org](mailto:tgallahue@worthingtoncc.org)) and we will forward it along to the appropriate parties.

## CONTACT US!

All communication or design requests should be forwarded to Kristie McGlaughlin at [km@worthingtoncc.org](mailto:km@worthingtoncc.org).