



ALL SAINTS'

EPISCOPAL CHURCH

Communications Policy and Guidelines

October, 2009

Founded in 1742

106 W. Church Street, Frederick, MD 21701

301-663-5625

www.allsaintsmd.org

Revision History

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1.0 Introduction

Let your conversation be always full of grace, seasoned with salt, so that you may know how to answer everyone. Colossians 4:6

May the words of my mouth and the meditation of my heart be pleasing in your sight, O Lord, my Rock and my Redeemer. Psalms 19:14

The purpose of this document is to establish guidelines for all communications created within and for All Saints' Episcopal Church, Frederick MD.

This guideline is also intended to encourage communications that reflect our values, and to ensure effective systems that can:

- Provide timely information about All Saints' activities, events, and programs within the church and in the larger community;
- Welcome members, friends, visitors, and the public to participate in All Saints' activities;
- Allow coordination of activities and external publicity;
- Encourage open, respectful communication among individuals in the church;
- Provide information about events and activities that fit with All Saints' values.

1.1 The Church's Name

The legal, proper, and correct way to write the name of our church is as follows:

All Saints' Episcopal Church

or

All Saints' Episcopal Parish

This may be shortened to **All Saints'**. Please note that the apostrophe is **always** used in the name of the church.

1.2 A Word On Style

Unless noted otherwise (e.g., Saints Alive! style sheet), all style conventions should follow the *Chicago Manual Of Style*, 15th edition, also available online, www.chicagomanualofstyle.org. Inspired writers are also encouraged to refer to *The Elements Of Style*, by William Strunk, Jr. and E.B. White.

2.0 Communications Committee

As a standing committee of the Vestry, the Communications Committee is responsible for overseeing all aspects of internal and external communications for All Saints'. This includes all media, especially print and electronic.

The Communications Committee is also available to support parish-wide needs for communications resources including for example:

- Proofreading,
- Preparing ad copy,
- Copyrighting,
- Website content development and management.

Parishioners and committees with church-related communications needs are encouraged to contact the Communications Committee for support and guidance. Members of the Communications Committee will work directly with all stakeholders throughout the church including clergy, staff, vestry, ministry area leaders, etc.

An Editorial Board shall consist of the Rector, the Parish Administrator, and the chair of the Communications Committee (or other designated member of the Communications Committee).

The Communications Committee is organized into four functional operational subgroups as follows:

- Internal Communications,
- External Communications,
- Graphic Design & Publications,
- Information Technology & Website Management.

Each subgroup is headed by a coordinator with roles and functions described below.

2.1 Internal Communications

The responsibilities of the Internal Communications Coordinator are as follows:

1. Coordinate the ideas, projects, programs, and other creative initiatives for communications to and among the various segments, ministries, and subgroups of the parish.
2. Coordinate and direct the implementation of programs and projects established to communicate to all sectors of the parish.
3. Provide directions for the committee's activities regarding all internal communications and its coordination of all internal parish publications and other printed literature and materials (e.g., worship bulletins, reports, announcements, newsletters, etc.).
4. Serve as co-chair of the committee to maintain direct contact with various ministries and subgroups of the parish.

5. Work with Graphic Design & Publications Coordinator to ensure consistent theme (brand) across all internal and external publications including All Saints' website.
6. Coordinate special publications such as the *Guide to Ministries*, *Annual Report*, *Parish Directory*, etc.

2.2 External Communications

The responsibilities of the External Communications Coordinator are as follows:

1. Coordinate the ideas, projects, programs, and other creative initiatives for effective communications to the various external publics of the parish, including Frederick City, Frederick County, State of Maryland, national and international, (with reference to the various outreach missions).
2. Direct the implementation of programs and projects established for communicating to all of the various external publics of the parish and coordinate activities for systematic contact with the various media outlets.
3. Coordinate all promotions and public relations for programs, activities, events, ministries and all other special parish events.
4. Send press releases to the media.
5. In collaboration with the Rector, Parish Administrator, and Senior Warden, maintain direct contact with media and other external publics.

2.3 Graphic Design & Publications

The responsibilities of the Graphic Design & Publications Coordinator are as follows:

1. Coordinate the ideas, projects, programs, and other creative initiatives for graphic design and publications within the parish.
2. Work with Internal and External Communications Coordinators to ensure consistent theme (brand) across all internal and external publications including All Saints' website.
3. Develop and maintain document templates for all standard documents (e.g., worship bulletins, special services, *Saints Alive!* newsletter, etc.).

2.4 Information Technology & Website Management

The responsibilities of the Information Technology & Website Management Coordinator are as follows:

1. Maintain All Saints' website including content, look and feel, and functionality.
2. Work with all stakeholders to ensure respective content is current and accurate.
3. Diagnose Website operational problems, make corrections, and restore functionality.
4. Create and maintain reports and analyses utilizing available reporting tools.

3.0 All Saints' Communications Outlets

A list of All Saints' communications outlets is shown below including the name of the publication or outlet, the contact person or entity responsible for the publication, and deadline for publication. The list is organized by the media used by the specific communications outlet.

Publication or Outlet	Responsible Entity or Contact	Deadline
Paper		
<i>Saints Alive!</i>	Parish Admin. Asst.	15 th of the month
Sunday Bulletin		
Sunday Bulletin announcements		Prior Monday
Annual Report	Parish Administrator	
Pew pamphlets	Parish Administrator & Admin. Asst.	
Special publications e.g., cookbooks, history	Review by Editorial Board prior to printing	
Parish directory	Internal Communications Coordinator	
Guide to Ministries	Internal Communications Coordinator	August 1
Electronic		
<i>Saints Alive!</i> (electronic version)	Information Technology & Website Management Coordinator	Concurrent with publishing
Website	Internal Coordinator & Website Manager	
Sermons		
Blogs		
Ministry area content	Ministry area leaders & Staff	
Calendar(s)		
Podcasts		
email (broadcast)		
Spoken		
Sunday announcements	Parish Admin. Asst.	
Announcements at Parish Council & Vestry meetings	Vestry registrar and others	Upon committee approval
Other		
Posters and fliers	Parish Administrator & Admin. Asst.	
Bulletin boards	Parish Administrator & Admin. Asst.	
Signage	Parish Administrator & Admin. Asst.	
Banners	Parish Administrator & Admin. Asst.	
Postings on Community Websites	Information Technology & Website Management Coordinator	Usually 3-4 weeks before event
Newspaper articles/press releases	External Communications Coordinator	Usually 3-4 weeks before event
MD Church News articles/press releases	External Communications Coordinator	Usually 2-3 months before event
Monthly newsletter to all churches in Diocese	External Communications Coordinator	Check with Diocese
Newspaper & other local advertisements	External Communications Coordinator	
Frederick Magazine article or calendar ad	External Communications Coordinator	Usually several months in advance
Radio Announcements	External Communications Coordinator	

4.0 Copyright and Privacy

4.1 Copyright Considerations

1. Any intellectual property copied in any All Saints' publication (see Section 3.0) or any original intellectual property written for an All Saints' publication must be released by the author. A statement to that effect must accompany the material. Such material includes sermons, music, articles, photographs or pictures whether or not they contain the copyright label.
2. It is understood that sermons, even if posted on the website, remain the property of the author and the church has no legal claim to them.
3. Blanket permission can be granted for use of one type of material. If the author grants permission for copying of information, that statement will appear on that page and the permission supersedes the blanket copyright statement.
4. A copyright release form is provided in Appendix 1.

4.2 Privacy Policy

1. Individual street addresses, phone numbers, or personal email addresses of parishioners shall not be published or provided to anyone without permission. Inclusion of a street address or an email address in the body copy of a submission will be considered implied permission.
2. No photographs showing recognizable faces (whether or not they are parishioners) will be published in any All Saints' materials or on the website without a signed photo release form from all recognizable persons in the photo.
3. All photographs of children and youth (or artwork by them) submitted for use in any All Saints' publication or on the website must be accompanied by a release form signed by the youngster's parent or guardian.
4. A Photo Image Release Form is provided in Appendix 2.
5. A Children's Artwork Parental Consent Form is provided in Appendix 3.
6. No information about any visitor to All Saints' website will be stored or sold. If applicable, financial information submitted will be transmitted on a separate, secure site.

Approved by:	Rector	Date:
Approved by:	Senior Warden	Date:
Approved by:	Chair, Communications Committee	Date:

5.0 Parish Newsletter - *Saints Alive!*

5.1 Basic Information

The purpose of the *Saints Alive!* newsletter is to communicate to members and the community about All Saints' activities. *Saints Alive!* is typically published monthly in the last week of the month, and is distributed to all members and those requesting receipt. The most recent edition, as well as a year of archived editions, are available via .pdf on the church website. Archived editions are available from the Church Office.

5.2 Submission Process

1. Articles must be submitted to the church office by the published deadline, which is usually 4:00 p.m. on the 15th day of the month preceding publication. Some months, such as November and December, will have earlier deadlines due to holidays. The deadline for the next month's issue will be printed in the prior month's issue. Items submitted after the stated deadline(s) risk not being published.
2. The preferred method of submitting articles electronically is a Word document attached to an email addressed to the Saints Alive Editor at saintsalive@allsaintsmd.org. Alternatively, articles may be included in the text of an email addressed to the Parish Secretary at churchoffice@allsaintsmd.org, submitted to the church office, or left in the *Saints Alive!* mailbox. Articles submitted using methods other than those mentioned above risk not being published.
3. Recommended maximum length for most articles is 100 to 300 words. Longer articles may be edited for brevity.
4. Include the author's name, daytime phone number, or email address with all articles. Articles without this information will not be published.

5.3 Guidelines

1. All articles are subject to editing for clarity, grammar, punctuation, brevity, or style by the editor.
2. Front page space is reserved for an article or message on an area of ministry. Page 2 is reserved for an article or message by the Rector.
3. Examples of topics for consideration include upcoming events, stories of faith, spiritual journeys, mission projects and events, issue-oriented features, etc.
4. Articles addressing fundraising of any nature will not be printed unless the fundraising activity or event has been previously approved by the Vestry prior to publication. For approved fundraisers, announcements must be reviewed by the Stewardship Committee and must comply with existing communications policies. Special partnerships (e.g., Trinity School of Frederick, Witness Justice, etc.) may be excepted.

5. No copyrighted material will be published without a copyright release signed by the author and/or publisher, or noted as permitted by the publisher. All such copyright releases shall be cited. (See Section 4.1, Copyright Policy)
6. No political messages of any kind will be published.
7. Parents or guardians must provide written approval for the publication of children's names within articles or on photos. (See Section 4.2, Privacy Policy)
8. Parishioners' email addresses will not be included in *Saints Alive!* unless they are intentionally submitted for inclusion in an article with the individual parishioner's approval. If the email address is included in the body copy of an article, permission will be considered implied for that purpose.
9. Digital photographs for print should be high resolution jpg files (300 dpi preferred minimum resolution). Non-digital photographs are acceptable if high quality.
10. Advertisements for ongoing business or professional services will not be published.
11. Inserts or flyers may be included in the newsletter on a first-come, first-served basis, according to available space in the mailing. It will be the responsibility of the editor to approve format and content of flyers included in the newsletter according to the above guidelines. Committees are responsible for typing, paste-up, and arranging for printing of their inserts.
12. Information will be accepted on the following basis of priority:
 - A. Information for and about All Saints' programs, people, and events,
 - B. Information about issues or events related to the Diocese of Maryland,
 - C. Information about issues or events related to the Episcopal Church,
 - D. Information about issues or events related to the Anglican Communion,
 - E. Information on ecumenical events in the community,
 - F. Other articles and events. Articles or mentions about secular or other non-profit events will be accepted on the following basis of priority:
 - i. Interests supported by All Saints' (e.g., Advocates For The Homeless),
 - ii. Religious-based non-profits,
 - iii. Other non-profits as approved by the editor.
13. The Editorial Board will have final say regarding content to be published in *Saints Alive!* and in bulletins.

Approved by:	Rector	Date:
Approved by:	Senior Warden	Date:
Approved by:	Chair, Communications Committee	Date:

6.0 The Website

6.1 Basic Information

The purpose of the website is to be inviting, informative, and useful to All Saints' members and friends, to potential members, and to the public.

6.2 Content

1. Any member of All Saints' may submit content for the website directly to the web administrator. Information on the All Saints' website should be timely, accurate, useful, and appropriate.
2. The web administrator will review all content, determine if the content is appropriate for the site, and determine if further approval is needed. The web administrator may modify the content for presentation consistent with the site and for navigability. The web administrator is the only person who can post changes to the site, although a substitute or assistant may be designated when needed.
3. Priorities for content include the following, as determined by the Communications Committee:
 - A. Rector's message and sermons,
 - B. News of Sunday services,
 - C. Information about ministry areas,
 - D. Information about Christian Formation/Sunday School,
 - E. News of other upcoming All Saints' events and activities,
 - F. Church calendar, including meeting schedules for rehearsals, ministries & committees,
 - G. Contact information and links to suggested websites and blogs,
 - H. Lectionary, schedules for LEMS, Ushers, Readers, etc.,
 - I. Information about the Vestry including meeting minutes,
 - J. Information about standing committees including meeting minutes,
 - K. Blogs and webcasts,
 - L. History and archival records,
 - M. Information about the church and directions for finding it.
4. Excessively long content may be edited for brevity.
5. No political messages of any kind will be posted.

6.3 Guidelines

1. Announcements and advertisements for events and meetings must not be submitted to the web administrator for posting to the website until they have been scheduled on the church's master calendar. For those events subject to review by staff, appropriate staff approval must also be received. (See Section 3.0, All Saints' Communications Outlets)
2. Parishioners giving material to the web administrator for posting must include a removal date for activities and events.

3. Content designated for permanent posting on the website must be approved by the Editorial Board.
4. Parishioners' email addresses and phone numbers will not be posted on the website without express permission of the individual parishioner. If the email address or phone number is contained in the body of the message posted, permission is considered implied.
5. The website shall not be used to solicit funds for All Saints', its committees, or projects except as approved by the Vestry. For approved fundraisers, announcements must be reviewed by the Stewardship Committee and must comply with existing communications policies. The website shall not be used to solicit funds for events or benefactors not directly related to All Saints' church. Special partnerships (e.g., Trinity School of Frederick, Witness Justice, etc.) may be excepted.
6. Advertisements for ongoing business or professional services will not be published.
7. The Editorial Board will have final say regarding content to be published on All Saints' website.

Approved by:	Rector	Date:
Approved by:	Senior Warden	Date:
Approved by:	Chair, Communications Committee	Date:

7.0 Email Communications

7.1 Basic Information

The purpose of broadcast email is to communicate to members and friends about All Saints' ministry, business, activities, and about other relevant information and activities of an immediate nature. Hard copies of broadcast email communications will also be made available in the church office for those who do not wish to receive email.

7.2 Content

1. Below are examples of the types of messages may be distributed by the church office to the allchurch (note that this is sometimes listed as all-church) email list:
 - A. Notices about new *Saints Alive!* issues being posted on the website and notices of other website changes.
 - B. Weekly church news updates.
 - C. Notices of pastoral care such as hospitalizations or deaths. These emails must be approved by the Rector or Pastoral Care coordinator.
 - D. Notices about church-wide events or programs that have not been well publicized or that need additional emphasis.
2. No political messages of any kind will be sent.
3. In case of an emergency (as determined by the Rector, Parish Administrator, and at least one Communications Committee Member), special broadcast e-mails related to a specific situation will be sent as soon as the basic information has been verified. Examples of emergencies include (but are not limited to):
 - A. Weather-related cancellations/postponements,
 - B. Disaster at the church or involving the greater church family,
 - C. Death of a currently serving Rector, person involved in leadership, or other significant church figure,
 - D. Event of regional, national, or international church-related significance.

7.3 Guidelines

1. Messages for distribution should be emailed to the Parish Admin. Asst. at churchoffice@allsaintsmd.org to be forwarded to the allchurch email list. Messages meeting the above criteria will generally be forwarded within one working day of when they were received.
2. The subscriber list created for All Saints' broadcast emails will be used only for these express purposes. The addresses on this list will not be sold or given to any third party. (See Section 4.2, Privacy Policy)
3. Recipients will be given instructions on how to unsubscribe if they choose to do so. Persons on the email list may also request removal at any time by contacting the Parish Secretary at churchoffice@allsaintsmd.org stating that they do not wish to receive further messages.

- 4. All Saints' will not intentionally release email addresses via allchurch mailings.
- 5. All electronic email is to be considered as a communication to the public. This means that nothing should be communicated electronically that we would not want to show up on an international news channel. The following statement must be placed at the bottom of all electronic communications:

PLEASE NOTE: This communication, including any attached documentation, is copyright of All Saints' Episcopal Church, Frederick, MD, and intended only for the person or entity to which it is addressed, and may contain confidential, personal, and/or privileged information. Any unauthorized disclosure, copying, or taking action on the contents is strictly prohibited. If you have received this message in error, please contact us immediately so we may correct our records. Please then delete or destroy the original transmission and any subsequent reply. Thank you.

- 6. Distributing written documents electronically has the same legal effect as duplicating them using a copy machine. Users should exercise care to ensure that copyrighted material is not inadvertently duplicated or distributed without proper authorization. (See Section 4.1, Copyright Considerations)
- 7. All Saints' email systems shall not be used for personal business, personal gain, solicitation of money (other than approved fund-raising notifications), forwarding chain letters, or in support of illegal activities.

Approved by:	Rector	Date:
Approved by:	Senior Warden	Date:
Approved by:	Chair, Communications Committee	Date:

8.0 Bulletin Boards, Banners and Posters

8.1 Basic Information

The purpose of bulletin boards, posters, and internal banners is to provide information, attract participation, and convey appropriate images of our active church. Information and artwork on bulletin boards, banners, posters, and fliers shall be consistent with All Saints' mission and goals.

8.2 Guidelines

1. The Communications Committee is responsible for determining and allocating bulletin board space. Areas will be designated for changing displays relevant to pending events and activities. Permanent or systematically rotating space will be identified for the following functions and interest areas:
 - A. All Saints' committee business, calendar, and administrative information,
 - B. Diocesan activities and opportunities,
 - C. Religious services information,
 - D. Ecumenical community events and activities.
2. The Parish Administrator is responsible for overseeing bulletin board postings and maintenance based on Communications Committee guidelines. New types of postings or requests for space may be submitted to the Communications Committee.
3. Any postings that do not correspond to the above guidelines will be removed.
4. Persons or committees who post notices on bulletin boards are responsible for removing them.
5. No personal notices will be permitted (e.g., Help Wanted, Roommates, For Sale, etc.).
6. Bulletin board information should be timely, relevant, and maintained in a way to contribute to the aesthetic and welcoming appearance of the church.
7. Banners of any nature to be displayed anywhere on church grounds must be approved by the Rector, Communications Committee, or Parish Administrator.
8. Banners for church-related events and functions to be displayed at off-site locations must be approved by the Rector, Communications Committee, or Parish Administrator.
9. Posters may be hung for church or church-sponsored events only. Inappropriate posters will be removed.

10. Posters may be hung up to one month in advance of an event. Only removable tape may be used on wall surfaces. Persons or committees who hang posters are responsible for removing them.

Approved by:	Rector	Date:
Approved by:	Senior Warden	Date:
Approved by:	Chair, Communications Committee	Date:

9.0 Annual Reports and Meeting Minutes

9.1 Basic Information

The *Annual Report* is an archival document. It is used as a reference to document what happened during a particular time period, or to find out when something happened. The purpose of annual reports and minutes is to provide information about actions and decisions relating to church business and to maintain written records for archival purposes.

Committees are asked to keep minutes or notes about activities undertaken and decisions made, and to provide a copy of those to the Parish Administrator in the church office. Minutes should include:

- Name of committee or group,
- Date of meeting,
- Persons present,
- Action taken and decisions made.

Some minutes may be posted on the website.

9.2 Guidelines

1. Contributions to the *Annual Report* should include goals, accomplishments, group membership for the year, and information about notable events or speakers. If possible, include plans for next year.
2. All committees are requested to submit contributions to the *Annual Report*. Relational groups are also invited to submit reports.
3. Preferred contribution is two pages or fewer.
4. The *Annual Report* will be available on the All Saints' website. Printed copies will be available at the annual meeting and are available from the church office.
5. Reports should be submitted as a Word attachment to email if possible. Text within the body of an email or printed copy may also be submitted. Send reports to the Parish Admin. Asst. at churchoffice@allsaintsmd.org, or leave them in the Parish Admin. Asst. mailbox.
6. Access to annual reports and minutes is available on the website or in the church office.

Approved by:	Rector	Date:
Approved by:	Senior Warden	Date:
Approved by:	Chair, Communications Committee	Date:

10.0 The Calendar

10.1 Basic Information

The church calendar provides information about events and activities and serves as a reference for staff, parishioners, and outside groups to reserve use of building space.

10.2 Guidelines

1. Requests for reservations for use of building space must be submitted to the Parish Administrator. Office staff will place events on the church calendar, which is available on the All Saints' website. Events of general interest will be published in *Saints Alive!*.
2. Requests should be submitted as far in advance of the event as possible. Requests submitted fewer than 15 days in advance of the event may not be accommodated.
3. Requests should be submitted on the "Building Use Request" form, available from the church office or on the website.
4. Reservations made by the 15th of the month will automatically show up in *Saints Alive!*.
5. Pertinent dates in the Sunday Bulletin are taken from the master calendar.
6. Priorities for space will be determined by the Parish Administrator based on guidelines developed by the Building and Grounds Committee and approved by the Vestry.
7. Calendar entries for activities other than routine meetings should include a brief description of the purpose and use of the space.
8. Calendar requests for non-church events must be approved by the Parish Administrator. If a rental contract is required, the contract shall be signed before the event will be reserved on the calendar.

Approved by:	Rector	Date:
Approved by:	Senior Warden	Date:
Approved by:	Chair, Communications Committee	Date:

11.0 Advertising, Brochures, Banners and Displays

11.1 Basic Information

Advertising, brochures, banners, and displays increase awareness of All Saints', provide information about the church, and encourage participation in activities.

11.2 Guidelines

1. Content shall be compatible with All Saints' mission and principles.
2. Placement and display will be in venues or locations that do not conflict with All Saints' values, unless approved by the Vestry for a specific purpose.
3. Paid and unpaid advertising will be coordinated by the Communications Committee.
4. Decisions about priorities for use of communications funds allocated in the general church budget will be determined by the Communications Committee.
5. A general brochure on All Saints' will be updated and published as needed by the Communications Committee.
6. Content and design of other brochures for programs, activities, events or other purposes must be submitted for review by the Communications Committee to help ensure compatibility and consistency of quality in All Saints' communications materials
7. Use of All Saints' banners and advertising at non-church events must be approved by the Communications Committee or the Vestry.
8. All advertising, brochures, banners, and displays shall use approved logos and branding.
9. All advertising, brochures, banners, and displays shall use the full church name, address, phone, and website address.

Approved by:	Rector	Date:
Approved by:	Senior Warden	Date:
Approved by:	Chair, Communications Committee	Date:

12.0 Worship Communications

12.1 Basic Information

Worship Communications includes all communications used during the worship service (e.g., service bulletins, news and events, announcements, etc.). These guidelines are intended to assure meaningful, succinct communications within the worship service so that the largest weekly gathering of the congregation gains information about All Saints' programs and mission; and that messages are delivered in ways appropriate to worship and allotted time available.

12.2 Guidelines

1. Announcements should be limited to events or concerns of the highest importance and/or time sensitivity.
2. Announcements at all services should be made by the Clergy or by a Vestry representative. Committees may make special announcements through a committee member. The congregation may be invited to make announcements as appropriate.
3. Announcements should generally be made before the Call To Worship.
4. The Sunday bulletin should contain information relevant to the worship service and to those participating.
5. Any changes to those assisting in worship on published lists should be called or emailed to the church office by Tuesday at 5:00 p.m. (e.g., changes in ushers, greeters, acolytes, etc.).
6. Announcements in the Sunday bulletin are printed as space is available.
7. Priority will be given to announcements that are:
 - A. Directly related to the All Saints' community,
 - B. Time sensitive, the announced event is normally within the next three weeks,
 - C. In the office well in advance of the event.
8. Announcements must be in the church office preferably by email on the Monday prior to the Sunday it is to appear.
9. Special Inserts will be reviewed on a case by case basis and will be printed only for the most important events or activities open to all members of the parish. The format for inserts will be compatible with the format of the Sunday bulletin (an insert will be 5 ½ x 7 inches). Insert copy must be in the church office 10 days prior to the Sunday the insert is to appear.

Approved by:	Rector	Date:
Approved by:	Senior Warden	Date:
Approved by:	Chair, Communications Committee	Date:

13.0 Press Releases

13.1 Basic Information

Press releases are for notifying the media (i.e., newspaper, magazines, radio, or TV) about a special or significant event. The release provides basic facts about the story, as well as the name and number of contact person who can answer questions and provide more information.

13.2 Guidelines

1. Press releases shall be approved by the Rector, Parish Administrator, or the External Communications Coordinator.
2. The External Communications Coordinator will issue all press releases to the media.
3. Press releases should be submitted to the Parish Administrator at least 30 days prior to when it is to be sent to the media. The Parish Administrator will forward the press release to the External Communications Coordinator for approval (and modification as necessary). The External Communications Coordinator may decide not to issue press releases received less than two weeks before an event.
4. Press releases should follow the press release format provided in Appendix 5.

Approved by:	Rector	Date:
Approved by:	Senior Warden	Date:
Approved by:	Chair, Communications Committee	Date:

14.0 Marketing/Special Ads

14.1 Basic Information

All Saints' occasionally places special ads in a variety of local newspapers, magazines, or the Internet to promote special events.

14.2 Guidelines

1. Ads for newspapers and magazines will be developed and placed by the Communications Committee.
2. Committees may place their own Internet ads, but are responsible for accuracy and timeliness of the information.
3. For ads related to a committee, it is the responsibility of committee promoting special event to pay for their own ads.

Approved by:	Rector	Date:
Approved by:	Senior Warden	Date:
Approved by:	Chair, Communications Committee	Date:

15.0 Publication of Prayers

15.1 Basic Information

All Saints' is a praying congregation. In an effort to keep our prayer life active and our prayer list updated, prayer requests are generated from our Pew Cards, and from those specifically requesting prayer and giving permission for posting. The current list is kept in the church office and updated each Monday, or as special requests are received. Our worship bulletin is the venue for our most recent prayer list including births, baptisms, deaths, weddings, and funerals.

As a praying and caring congregation, we seek to balance our desire to be in prayer for one another and for the world with our commitment to maintaining the utmost confidentiality with those who do not want their information shared publicly.

15.2 Guidelines

1. General prayer concerns are those concerns received through the following means:
 - A. Prayer Request cards provided in the pews,
 - B. Prayer Request cards or information submitted by small groups,
 - C. Sunday school classes, etc.,
 - D. Phone calls received by the church staff,
 - E. E-mails received by the staff,
 - F. Word of mouth,
 - G. Daughters Of The King.
2. The Pastoral Care Coordinator will secure the permission of the person before publishing his/her name in any forum.
3. The Pastoral Care Coordinator will ask the person what information (if any) he or she wishes to have shared with others verbally and/or in print.
4. When not able to secure permission directly, persons will be identified by first name only.
5. Err on the side of privacy and confidentiality in all communication.
6. All Saints' will not publish the names and/or concerns of minors (18 years of age or younger) without the permission of the minor's parent or legal guardian.

Approved by:	Rector	Date:
Approved by:	Senior Warden	Date:
Approved by:	Chair, Communications Committee	Date:

Appendix 1

Copyright Release Form

Copyright Release Form

All Saints' Episcopal Church does not publish copyrighted material without consent. If you are willing for your copyrighted material to be published, please read this consent form, sign and date it, and return it to the Parish Secretary.

I hereby grant permission to All Saints' Episcopal Church to reproduce the copyrighted materials specified below.

The materials will be reproduced as indicated below (check all that apply):

- All Saints' website
- Saints Alive! newsletter
- Other (please specify) _____

(Signature)

(Print name)

(Date)

All Saints' Episcopal Church
106 West Church Street
Frederick, MD 21701
Phone: 301-663-5625
Fax: 301-663-4662
Email: churchoffice@allsaintsmd.org
Website: www.allsaintsmd.org

Appendix 2

Photo Image Release Form

Photo Image Release Form

All Saints' Episcopal Church does not publish photos of recognizable persons without their consent. If you are willing for a recognizable image of you to be published, please read this consent form, sign and date it, and return it to the Parish Secretary.

I hereby give permission for photographs of the persons listed below to be published by All Saints' Episcopal Church in print form and/or electronically, including on the church's website. I understand that these photos can be viewed by anyone in the world, and identifying information may be displayed.

I am over 18, and I give permission for my image to be published.

Signature: _____

Print name: _____

Date: _____

All Saints' Episcopal Church does not publish photos of minor children/youth without the consent of a parent or guardian. If you are willing for your child's image to be published, please read this consent form, sign and date it, and return it to us.

I am the parent or legal guardian of the following child(ren) under 18 years of age, and I give permission for their image(s) to be published.

Child's name: _____

Child's name: _____

Child's name: _____

Parent or Guardian's name (print): _____

Parent or Guardian's signature: _____

Date: _____

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Appendix 3

Children's Artwork Parental Consent Form

Parental Consent Form
Children's Artwork

All Saints' Episcopal Church does not publish artwork of minor children/youth without the consent of a parent or guardian. If you are willing for the artwork to be published, please read this consent form, sign and date it, and return it to the Parish Secretary.

I hereby give permission for the artwork listed below to be published by All Saints' Episcopal Church in print form and/or electronically, including on the church's website. I understand that credit will be given in the publication.

Description of Artwork: _____

Name of Artist: _____ Age of Artist: _____

Parent or Guardian's name (print): _____

Parent or Guardian's signature: _____

Date: _____

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Website: www.allsaintsmd.org

Appendix 4

All Saints' Press Release Format

FOR IMMEDIATE RELEASE:

[date of release]

Contact:

[name, phone#, and email address of contact person for more information]

HEADLINE

[describes the content of the story]

Frederick, MD, Month, Day, Year –

Body

[date of event or submission]

[what the release is about]

**B
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About All Saints' Episcopal Church, Frederick, MD

All Saints' is a welcoming and affirming church in the Episcopal Diocese of Maryland. Officially founded in Frederick in 1742, All Saints' is the oldest Episcopal parish in western Maryland. We are a church home for over 750 families, and celebrate in four distinct worship services including traditional and contemporary. For more information call 301-663-5625, or visit our website at www.allsaintsmd.org.

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References

Listed below are some references that may help:

1. *Episcopal Communicators Manual*,
2. *Chicago Manual Of Style*, 15th edition www.chicagomanualofstyle.org
3. *Elements Of Style*, by William Strunk, Jr. and E.B. White