



## Communications at NCC

The way that we communicate is of utmost importance. Our goal is always to represent Christ and His church the best way possible. The church office is here to ensure consistent, high-quality and appropriate communication.

In this effort, we have designated several channels of communications with clear policies and procedures that are outlined on the following pages for your convenience. Some of these methods require graphics to be designed by the church office (website, lobby screens, worship center screens, etc.). These are the areas that are most prominently displayed and are to be used for communicating information for official church sponsored events. Other methods (NCC News, emails, etc.) do not require a designed created in the church office and may contain information that is not officially sponsored by a ministry at NCC but must be approved by the Associate Minister.

Please note that all requests for graphic design work is required at least one month in advance from when you want to begin promoting your event.

Our desire is to help you communicate most effectively the details of your event. Please review the following pages when you need to communicate information to the congregation and fill out Communication Request Form and submitted it digitally to the office. As always, please let us know if there is anything that we can do to serve you and your ministry.

All communication requests must be submitted using the Communication Request Form found at [www.ncc-stl.org](http://www.ncc-stl.org) under 'About Us' > 'Our Resources'.

Please see the next page for General Guidelines for Event Promotion.



## General Guidelines for Event Promotion

The following avenues are provided to promote your ministry's events at NCC. While we want to provide these methods for communication, all final decisions will go through the Associate Minister. Please see specific policies and procedures for areas as noted below (attached).

### **NCC News:**

NCC News is the media piece that communicates to the church body each Friday with prayer requests, Equip classes and announcements. To submit an item for NCC News, please submit a Communications Request Form by noon on Thursday.

### **Lobby Monitors & Worship Center Screens:**

For high visualization, put your announcement on the Lobby Monitors & Worship Center Screens. This requires submission of the Communications Request Form. Please review the Lobby Monitors & Worship Center Screens Policy for guidelines and submission information.

### **Website:**

The NCC website is a communication piece seen by regular attenders as well as those outside our church. This requires submission of the Communications Request Form. Please review the Website Content Policy for guidelines and submission information.

### **Congregational Announcements:**

Short announcements (75 words or less) on Sunday morning can bring awareness to people about your event. This requires submission of the Communications Request Form. Please review the Announcements Policy for guidelines and submission information.

### **Information Center:**

The Information Center is used for sign up sheets when a Lobby Table is not needed to promote the event. Sign up sheets can remain at the Information Center no longer than three weeks.

### **Lobby Tables:**

Lobby tables provide a central place for people to gather information. Each Sunday, no more than two tables will be set up in the lobby area. Each table must use a black fitted tablecloth, provided by the church. Other tasteful decorations may be used. Tables should not be used for longer than three weeks, with exceptions made for major annual ministry events in which tables can remain a maximum of six weeks. The table should be cleared of all items on the Sunday when your time allotment is complete. Submit a Communications Request Form to reserve a table in the lobby.

### **Poster Displays:**

There are 6 poster display cases in the church that can be used for 8 ½ x 11 posters. Posters can be displayed for no longer than three weeks, with exceptions made for major annual ministry events in which they can remain a maximum of six weeks. Flyers should be given to the Administrative Assistant by Thursday before the Sunday being displayed. Submit a Communications Request Form to have your poster added to the display.

### **Emails to Church Body:**

Emails are a way to bring information and prayer requests to the church body during the week. Information communicated in emails should be urgent or unable to be communicated in any of the forms above.

**PLEASE NOTE:** Any area falling outside these methods, including handouts, receiving bins, posters, etc., **must** receive prior approval from the Associate Minister.



## Congregational Announcements Policy & Procedure

**Purpose Statement:** To communicate to the congregation opportunities for fellowship, service, worship and instruction.

### **Policy:**

Each announcement:

1. Must apply to a significant portion of the congregation
2. Should be concise and clear
3. Should be supported by content available on the NCC Website and/or the Information Desk
4. Should be announced in detail no more than three Sundays leading up to the event
5. Should be related to a defined ministry of NCC and submitted or approved by that Ministry Team Leader

### **Submission Process:**

*Exceptions to the process must be approved by the Associate Minister.*

1. Announcements must be submitted to the Administrative Assistant via the online Communication Request Form by noon, Thursday. This is located at [www.ncc-stl.org](http://www.ncc-stl.org) under 'About Us' > 'Our Resources'.
2. By end of Thursday:
  - Announcement request is assessed to determine alignment with Announcement Purpose Statement & Policy
  - Requestor is informed if the request does not fit within the guidelines of the policy and given direction for appropriate channel for communication of content
3. By noon, Friday:
  - Announcement wording is adjusted for clarity and brevity if needed
  - Associate Minister completes review and gives final approval of content for Sunday announcements
4. By end of Friday:
  - Administrative Assistant will notify the requestor of approval and final content
  - Associate Minister sends a complete list of all announcements to the individuals giving announcements and handling PowerPoint slides for Sunday service

## Lobby Monitors and Worship Center Screens Policy & Procedure

**Purpose Statement:** To communicate to the congregation and visitors the current opportunities and events at NCC and to direct people to areas for more information.

**Policy:**

1. Each slide should be supported by content available on the NCC website and/or Information Center.
2. Each slide should be concise and direct people where to find more details.
3. Each slide should be related to a defined ministry of NCC and submitted or approved by that Ministry Team Leader.
4. Content will be placed on a standard background unless the event is a major annual ministry event (retreats, conferences, etc).

**Submission Process:**

*Exceptions to the process must be approved by the Associate Minister.*

1. Monitor & screen requests must be submitted to the Administrative Assistant via the online Communication Request Form by noon, Thursday. This is located at [www.ncc-stl.org](http://www.ncc-stl.org) under 'About Us' > 'Our Resources'.

Please note: If this is a ministry event that requires design work, a Communications Request Form for the design work should have been submitted a month in advance.

2. By end of Thursday:
  - Request is assessed to determine alignment with Lobby Monitors and Worship Center Screens Purpose Statement & Policy.
  - Requestor is informed if the request does not fit within the guidelines of the policy and given direction for appropriate channel for communication of content.
3. By noon, Friday:
  - Wording is adjusted for clarity and brevity, if needed.
  - Associate Minister completes review and gives final approval of content for monitors and screens.



## NCC News Policy & Procedure

**Purpose Statement:** To communicate via email on a weekly basis to members and regular attenders of NCC events, opportunities and prayer requests.

### **Policy:**

Each announcement:

1. Should be as concise as possible (maximum 150 words).
2. Can be published for a maximum of 3 weeks.
3. Can be related to a defined ministry of NCC and submitted or approved by that Ministry Team Leader, or private events that are approved by the Associate Minister.

### **Submission Process:**

*Exceptions to the process must be approved by the Associate Minister.*

1. NCC News requests must be submitted to the Administrative Assistant via the online Communication Request Form by noon, Thursday. This is located at [www.ncc-stl.org](http://www.ncc-stl.org) under 'About Us' > 'Our Resources'.
2. By end of Thursday:
  - Request is assessed to determine alignment with NCC News Purpose Statement & Policy.
  - Requestor is informed if the request does not fit within the guidelines of the policy and given direction for appropriate channel for communication of content.
3. By noon, Friday:
  - Wording is adjusted for clarity and brevity, if needed.
  - Associate Minister completes review and gives final approval of content for NCC News.
  - Administrative Assistant will notify the requestor of approval and final content.
4. By end of Friday:
  - NCC News will be sent via email.



## Website Policy and Procedures

The Board of Elders of New Community Church desires to have a web presence in order to effectively and consistently communicate who we are, what we believe, and how and when we minister to visitors, members, and regular attenders. In order to accomplish this task we have developed a website policy and procedures to maximize the effectiveness of each ministry of the church to communicate with the church staff that maintains the site on a day-to-day basis.

### Policy:

1. Each ministry should appoint a central "ministry lead" and notify the Administrative Assistant and Associate Minister who will be taking the lead for their respective ministry.
2. All content, including text, graphics, and videos, are to be approved by the Associate Minister before being displayed on the NCC website.
3. All content and graphics to be placed on the rotator of the main page and banners for each ministry must be designed by the official designer hired by the Associate Minister in accordance with the standards of the established style guide.
4. All content and graphics for major events where design is required (rotator graphics and/or subpage designs) must be submitted at least one month prior to the date that the content is to go live on the site.
5. All content and graphics that are ready to publish and need no graphic design must be submitted at least one week prior to the date that the content is to go live on the respective ministry page.
6. The rotator on the home page is to never have more than five (5) images being rotated at any given time and priority will be based upon the scope of audience and event date (must apply to the majority of the church or a major annual event of an official church ministry).
7. The "Upcoming Events" section on the home page will never have more than four (4) major events (applying to the majority of the church or a major annual event of a ministry) at any given time.
8. Online registration is available for events. Data fields must be submitted to the Administrative Assistant no later than one (1) week before going live on the site. Reports will be sent to the designated ministry contact no more than one time per week leading up to the event, and no earlier than six weeks before the event.
9. All audio messages (Equip, Sunday morning service, cutting-it-straight, and other ministries) are to be uploaded by the audio team within 24 hours after the audio is produced or aired on the radio.
10. If you have any recommendations, questions or concerns regarding the website please contact the Associate Minister (Jeremiah Kirberg) or the Elder over Information Technology (Alan Richardson).

### Submission Process:

1. All content and graphics should be submitted with a Communications Request Form via the online Communication Request Form by noon, Thursday. This is located at [www.ncc-stl.org](http://www.ncc-stl.org) under 'About Us' > 'Our Resources'.
2. After the Administrative Assistant has received the content and graphics they will contact the corresponding ministry lead to discuss further requirements and clarify expectations if needed. If no further action is required the content will be published on the requested date and the requestor will be informed immediately.