



ST. ANDREW'S EPISCOPAL CHURCH

Communications Guide

The key to the effectiveness of any organization, including and perhaps especially a church, is its ability to communicate well. One need only read the epistles of Paul to understand the importance of how we engage and care for one another, and how we share our mission with the world around us. If Paul and his fellow apostles were not such gifted communicators, St. Andrew's would certainly not be here today.

This Communications Guide is designed to help us communicate effectively as a parish. The intent is manifold: that we may involve newcomers and old-timers alike in the ministries of our church; that we may care for one another in times of pastoral need; and that we may reach out together in service to others in the community. Each of these avenues of communication is critical to forming us as a community and aiding our mission to live and serve and worship together. Please let us know if you have questions, and thank you for your participation!

Faithfully,

The Rev. John Rohrs, Rector

St. Andrew's Episcopal Church

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www.standrewsnorfolk.org

September 2011 Communications Guide

Developed by St. Andrew's Communications Committee

Communications for St. Andrew's Committees and Ministries

If you participate in a St. Andrew's committee, ministry or outreach program, there are four ways to share your information with the congregation. To have your news considered for these communications outlets, please follow the guidelines listed here and send your notices by the respective deadlines to Dennis Sipes at dsipes.staec@verizon.net.

- **Happenings at St. Andrew's** – This weekly email notice is distributed by the Parish Office to church members each Friday. With a focus on the week ahead, Happenings typically includes news of special services, church needs, upcoming events and other close-in announcements. Submissions should be no more than 3-4 sentences. If there is important additional information, such as a flier or registration form, please attach it as a MS Word or PDF file with your submission. *Deadline: Wednesday by 12 p.m.*
- **Bulletin News and Notes** – News and Notes is inserted in the weekly Sunday bulletin and carries information similar to the Happenings email: church needs, upcoming events, special Church Mouse promotions and other news. Submissions should be no more than 3-4 sentences. *Deadline: Wednesday by 12 p.m.*
- **Website, www.standrewsnorfolk.org** – The St. Andrew's website is the central resource for church members to check the latest news, previous sermons, event listings, volunteer schedules and news of interest to the entire parish. For **event listings and news updates**, keep your submissions to 3-4 sentences and note if there is a need for online registration. This is also a great place to post related fliers or brochures, so attach these as a MS Word or PDF files if available. *Deadline: Submit your news at any time, as the website is updated regularly.*

The website also has a special **Lay Rotas** (or lay schedule) section where you will find weekly schedules for acolyte, altar guild, brass/silver polishing, Eucharistic visitors, flower guild, lay readers/chalicers and usher volunteers. *Deadline: Team leaders may submit schedules for this section as soon as these are available.*

- ***The Saltire*** – St. Andrew’s monthly newsletter, *The Saltire*, features the rector’s reflections, committee announcements, special articles, event news, a pull-out calendar with Lay Rotas postings and other information about church life at St. Andrew’s. If you have an idea for a special story or article, please contact the Parish Office and let them know. *Deadlines: Calendar listings to be posted to the pull-out calendar should be very brief (limited to event title, date, time) and are due the 1st Tuesday of the month. Newsletter articles should be no more than 3-4 paragraphs and are due the 2nd Tuesday of the month.*

When submitting event information for consideration in St. Andrew’s communications outlets, please use this format:

Event Name
Date/Time
Brief Description (3-4 sentences)
Registration or sign-up instructions (if any) and deadline
St. Andrew’s Contact (name/phone/email) for people to reach for additional information
Date to cease publishing the event listing

Pastoral Communications for Parishioners

For parishioners who wish to share news of a pastoral nature with the church, St. Andrew’s offers two prayer lists. Please contact Dennis Sipes at dsipes.staacc@verizon.net whenever you have such an announcement to share. Of course, if you have an urgent matter or something of a personal nature to share, please don’t hesitate to contact the Parish Office and clergy directly at (757) 622-5530, so they can provide support.

- **Parish Prayer List** – This list is published in the Sunday bulletin insert. In addition, individual cards, with each person’s name, are distributed to parishioners before the 10:15 a.m. service, then collected and taken to the altar. This allows church members time during the service to reflect and pray for the person listed on the card they receive. Please note: if you wish to submit a name for the prayer list, please check with this person in advance to make sure they approve of your gesture. In addition to sending

your request to Dennis Sipes, there is a prayer request form under the communication tab on the website.

- **Prayers and Thanksgivings** – This special email announcement is sent to St. Andrew’s church members by the Parish Office to alert the congregation about births, deaths and other major life transitions among those connected to our parish family. These announcements represent the prayers of our people, as we celebrate the joys and sorrows in each other’s lives.

Communications for Community Outreach

On occasion, there are times in the life of St. Andrew’s when church leaders and committees may wish to relay news of public events, church milestones and special services to the media, our neighboring churches and the community. If you wish to reach out to any of these audiences with your message, please place your request with the Parish Office. The staff will work with you to decide the best approach, approve content for any written notices and help you facilitate your communications. Depending on the nature of the news, such communiqués may include:

- **News Releases** – For distribution to local media outlets, news releases include who/what/when/where information about the church event, service or special announcement.
- **Special Articles** – With advance approval from the media outlet, special articles may be written for specific publications or news sources, such as *The Jamestown Cross* (magazine of the Episcopal Dioceses of Southern Virginia) or the West Ghent Civic League Newsletter, for instance.
- **Brochures and Fliers** – This is an excellent way to promote your event to the community by placing these in local businesses (with permission if the owner), neighboring churches, community centers and other close-in places people gather. In addition, you may wish to inquire about making brochures and fliers available to families of West Ghent School, the Pre-K school located onsite at St. Andrew’s. See the St.

Andrew's Logo Usage Guide the end of this publication for instructions on the proper use of the logo and standard font style. Submit brochures and fliers to the Parish Office for review, please.

- **Special Invitations and Correspondence** – A personal note is preferred when you wish to communicate with organizations within the Episcopal Church family such as the Norfolk Clericus, which reaches Norfolk area Episcopal Churches, or the Diocese of Southern Virginia.

Website Photograph and Information Policy

Website Photographs

From time to time, the members of the St. Andrew's website support team will post on our church website photographs taken at various parish events. Many of these photographs feature people. Current law and standard practice in the field does not require us to seek permission for posting photographs, whether those featured are children or adults. However, we will adhere to the following guidelines to protect the privacy of individuals:

- We will not list names or any other contact information alongside photographs, with the exception of the Clergy/Staff listing or other persons who have given consent.
- We will not post photographs which present the person in a false or negative light, or which capture an expressly private moment.
- We will not use any photographs for commercial or unintended use.
- We will gladly give credit for the taking of photographs if requested by the photographer. Likewise, we will honor any copyright restrictions.
- We will gladly remove any photographs immediately upon request.

Website Contact Information

In order to facilitate communication and participation in our parish community, it is necessary to list some persons' contact information on our church website. Typically the information listed is a phone number and/or an email address. With the exception of the Clergy/Staff page, that information is not listed alongside an identifying photograph or any other personal information. A

second possible exception in the future would apply to stories in the downloadable *Saltire* newsletter, if we were at a later point to incorporate photographs with feature stories. Upon request, we will gladly remove or edit any contact information listed on the website.

If you have questions or concerns about this policy, please contact Dennis Sipes at dsipes.stacc@verizon.net or (757) 622-5530.

Introduction

The graphic elements that identify St. Andrew's are designed to portray the personality and character of the church. It is important that we use these elements consistently so that people who see them receive the same message about our church.

The Logo: Boat and Word-mark Combined

The **Boat** with St. Andrew's cross symbolizes both our namesake and the architecture of our sanctuary. The **Word-mark** is our name typeset in the font Poetica. We have created a number of preformatted logos to help ensure consistent usage, and eliminate the need to typeset our name. These style guidelines are specific to using the Boat and Word-mark as a logo – not to our name as it appears in general text.

Versions

The preferred logo version is flush left with the Word-mark set in two lines. Centered and horizontal versions are also available.



ST. ANDREW'S
EPISCOPAL CHURCH

Preferred version, flush left



ST. ANDREW'S
EPISCOPAL CHURCH

Centered version



ST. ANDREW'S EPISCOPAL CHURCH

Horizontal version

Color Guidelines

For flexibility, we have selected three different color versions of the logo. Preformatted logos are available for each of the versions in full color, two colors and black and white.

Files

Two file types of each version are available:

.eps – These are vector based files that can be resized and enlarged using Adobe® Illustrator. This type of file is used by printers and designers.

.jpg – This type of file can be used with most programs and by most printers, but must be used no larger than 100% of the file size to avoid a loss of sharpness. Because .jpg files will have a white box behind the logo, they should not be placed on a color background or image.



ST. ANDREW'S
EPISCOPAL CHURCH

Full color version



ST. ANDREW'S
EPISCOPAL CHURCH

Two-color version: Pantone® 292 blue + black



ST. ANDREW'S
EPISCOPAL CHURCH

Black and white version



~~ST. ANDREW'S
EPISCOPAL CHURCH~~

Do not alter the proportions of the logo (forcing to fit a space by expanding or condensing).



~~ST. ANDREW'S
EPISCOPAL CHURCH~~

Other colors should not be substituted

Fonts

The Word-mark part of our logo is typeset in the font Poetica Small Caps. *Preformatted logos are provided to eliminate the need to typeset our name.*



ST. ANDREW'S
EPISCOPAL CHURCH

Font: Poetica Small Caps

For St. Andrew's **printed communications**, use the **Garamond** font family. All styles are acceptable.
For **web communications**, the font **Georgia** may be substituted for Garamond.

Garamond

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Garamond Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Garamond Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Garamond Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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