

PUBLICITY PARAMETERS

In the interest of honoring the Core Value that “God deserves excellence in everything we do,” this document is to provide the parameters for publicity at LSCC. Following these parameters will greatly enhance every effort and ensure that there is consistency in approach. Our reason for clearly defining these parameters is to ensure that the resources of our church are consistent with our purpose of turning lost people into sold-out followers of Christ.

TYPES OF PUBLICITY

* **Weekly Email Newsletter Article / Announcement**

1. Must be a major event or activity of Lake Sawyer Christian Church. (With the exception of articles submitted by LSCC staff).
2. Must be submitted to the office staff no later than Tuesday, morning. Must be approved by the Director of Operations.
3. Article must be written out and can either be turned in or preferably emailed to Beth@lsc.org.
4. LSCC retains the right to modify for length, grammar, graphics, and content without changing intent.

* **Table in the Back of Event Center**

1. Must be a ministry, event, or activity of LSCC, or approved by Lake Sawyer Christian Church.
2. Needs to be approved by Director of Outreach and Assimilation two weeks prior to the worship service at which the table is to be displayed. No exceptions.
3. The group using a table must perform the following:
 - a. Locate a table
 - b. Provide a table covering.
 - c. Conclude table set up no later than one half hour prior to the end of the first service.
 - d. Have a representative at the table for 30 minutes following each service.
 - e. All materials shown and being handed out at the table must follow the “Production Pieces” process.
 - f. Clean your station by putting the table back and taking your items home.
4. The period of display is not to exceed more than six consecutive weeks (with the exception of long term LSCC ministries).

※ **Bulletin Note**

1. Must be a ministry, event, or activity of LSCC, or a community service announcement approved by Lake Sawyer Christian Church.
2. Needs to be submitted to the church office staff by 10:00 am on the Wednesday prior to the worship service the bulletin is to be used at. No exceptions.
3. Needs to be written out; and either given in person, or sent via email to Beth@lsc.org.
4. LSCC retains the right to modify for length, grammar and content without changing intent.
5. Priority is given based on date of event or registration deadline.

※ **Bulletin Insert**

1. Must be a ministry, event or activity of Lake Sawyer Christian Church.
2. Inserts will be made following the "Production Pieces" process.
3. Needs to be submitted to the church office staff by 10:00 am on the Wednesday prior to the worship service the bulletin is to be used at. No exceptions.
4. Needs to be relevant to a minimum 1/4 of the LSCC body (i.e. all men, all women, all youth, etc.)
5. We will make every effort to limit the inserts to a maximum of two per week.

※ **Videos / Photo Slide Shows**

1. Videos must not exceed 3 minutes in length.
 2. To maintain consistency and integrity all videos will be produced by the LSCC Multi-Media team; or have been purchased along with the curriculum for a specific event. (With pre-produced videos the Multi-Media team has the right to edit for time and content.)
 3. Video requests must be presented in writing, to the Director overseeing your ministry, three weeks prior to the expected presentations.
 4. The following ministry areas (these areas will be evaluated every August by the LSCC staff) are approved to have a video; next to each ministry the number represents the number of events for which they may use a video. It is at the discretion of the ministry leaders to decide for which activity or event they choose to have a video...adhering to the above requirements. Each video may be played a maximum of two Sundays.
 - a. Children – 4
 - b. Marriage – 2
 - c. Men – 3
 - d. Outreach – 8
 - e. Women – 5
 - f. Youth – 4
 - g. Building/Maintenance - 2
- ◆ Rationale:
- a. The events require a substantial financial pre-commitment by the church.
 - b. We must limit the number of videos due to limited human/technical resources.
 - c. We do not want to overuse media.

✱ **Skits**

1. Skits will only be used for sermon illustrations.
2. Skits for sermon illustrations must clearly enhance that day's message theme.
3. All skits can only be initiated by teaching Pastor &/or Manager of Programming.
 - ◆ Rationale: We do not want to overuse this powerful tool. We want to keep this as a tool to illustrate teaching points.

✱ **Foyer Displays**

1. Primarily used for Lake Sawyer Christian Church events or information.
2. Exceptions to the above will be reviewed on case by case bases by the Director of Operations.
3. No displays, flyers, or materials are to be left in the foyer without prior authorization.

✱ **Check List**

- This check list is provided for your use. It will help you remember to use many different medias to advertise your event.
 - Email Newsletter Article / Announcements
 - Table in back of Event Center
 - Bulletin Note
 - Bulletin Insert
 - Videos / Photo Slide Show
 - Skits
 - Foyer Displays