



PRESBYTERIAN
MISSION
— AGENCY —



INSPIRE | EQUIP | CONNECT

Communications workshop

- Introductions
- Genesis of workshop
- Communications planning
- Demystifying the media
- Social Media & church websites
- Q&As



Communications planning



Creating a strategic communications plan can be:

1. Overwhelming
2. Challenging
3. Frustrating



Communications planning



A sound communications plan is key to conveying your church's message to:

1. Your congregation
2. Local and national communities.



Communications planning



Communications planning is an intentional process that looks at what each of your church's audiences need to hear from you.



Elements of the plan

- **Situational Analysis** A preamble to your plan
- **Communications Goals** Goals are longer term and not necessarily tangible.
- **Objectives** Objectives are specific, tangible points leading to your goal.
- **Strategies** Strategies are general approaches used to achieve complicated goals or objectives.
- **Tactics** Tactics are action steps or tools used to help implement the strategies, achieve objectives and attain goals.



Elements of the plan

- **Key Messages** Your key messages are simple, clear ideas that summarize the essence of your program or project.
- **Target Audiences** Who do you want to reach with your message?
- **Long-Term Projects** Good ideas that you want to hold on to and consider at some point.
- **Calendar By Month** Decide the best times to implement the activities in your plan.
- **Budget** Don't let budget keep you from dreaming big for your church. Consider all opportunities.
- **On-going Evaluation** You can tweak your plans as needed.



E-newsletters



What does it take to get the attention of your readers? According to industry experts, clear, recognizable sender information and a well-written, descriptive subject line give users the information they need to make an informed decision about opening your email.



Tips to get your newsletters opened



- **Avoid certain words in the subject line**
- **Avoid using the recipient's name in the subject line**
- **Don't repeat the subject**
- **Front-load the subject line with keywords and limit it to 40 characters.**
- **Give special attention to the "From:" line**



Media 101

“There is no medium—not the *Journal of the American Medical Association*, not the editorial pages of the *New York Times*, not the columns of *Catholic Digest*—that is off limits for the publicist.”

public relations executive Richard Weiner



Media 101

Getting media coverage for your church, mid council, or church-related organization should be the top priority in your communications plan.

When you have a story to tell, think Presbyterian media first: Presbyterian News Service, *Presbyterians Today*, and synod and presbytery publications. Also be sure to cultivate relationships with local media.



What is News?



- Timely and new
- Compelling
- Controversy
- Perceived wrong
- Dangerous or catastrophic event
- Human struggle and accomplishment
- Public/Community impact



Media Do's



- Use solid facts.
- Always be honest
- Admit mistakes.
- Ask for clarification if you don't understand something.
- Use strong, active words.
- Pace your voice.
- Keep your answers short.



Media Do's



- Smile if the situation dictates.
- The interview is not over until the reporter is gone.
- Try to be respectful of a reporter's limited time.
- Provide fact sheets, logos and other supporting material.
- Avoid yes or no answers.



Media Dont's



- Don't speculate.
- Don't try and bluff your way through.
- Don't give out second-hand information. Don't use the phrase... "I've heard."
- Never ever go "off the record." Everything is always on the record with the media.
- Don't use industry jargon.



Media Dont's



- Even if a reporter is playing hardball with you, try not to be defensive.
- Never, ever say “no comment.”
- Never criticize a competitor.
- Don't repeat negative questions.
- Don't ask to see a reporter's notes or his/her story in advance.
- Don't keep talking after you've made your point. Shut Up!!!!

