

Bulletin & Slide Publishing Policy and Procedure

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Purpose: To assist in the creation of, publication of, and submission of information for the CBC weekly bulletins and slides in the Traditional Services and The Gathering Service.

Scope of the Policy and Procedure: The weekly bulletin and slides in the services at CBC are one of the primary communication vehicles for church members and it has to be used effectively to communicate to our members what is happening within our church and community. The following policies and procedures are specific to the bulletin and slides.

Weekly Bulletin and Slide Policies:

- As a Church with many ministries and activities, in addition to taking part in community events, CBC must ensure that communication for these reaches every church member. However, publication requests compared with space available are overwhelming or not submitted within the deadline on some weeks. As a result, CBC must establish a priority on how items submitted will be considered for publication.
 - Priority # 1: Items submitted by CBC staff and ministries directly related to CBC operations and activities, which concern >50% of the congregation.
 - Priority # 2: Items submitted by outside organizations in ministry relationships with CBC and submitted in conjunction with CBC Staff or members, which concern >50% of the congregation.
 - Priority # 3: Items submitted by CBC staff and ministries directly related to CBC operations and activities, which concern <50% of the congregation.
 - Priority # 4: Items submitted by outside organizations in ministry relationships with CBC and submitted in conjunction with CBC Staff or members, which concern <50% of the congregation.
 - Priority # 5: Notes and letters from CBC members addressed to CBC members.
 - Priority # 6: Items submitted that are not directly related to CBC activities and the scope of our operation by church members.
 - Priority # 7: Items not directly related to CBC or our scope of operation submitted by outside individuals or organizations with no ministry relationship.
- All bulletin and slide submissions are done through the **activator process**, which is found online at <https://cbcjc.org/activator>, on the Church App, or at the Connection Central Desk. Activators are filled out for events and announcements, and the bulletin and promotion information needs to be written as intended on the activator.
- Activators will be approved by the Education and Administration Pastor or discussed in Monday's Staff Meeting and approved/denied.
- If an activator is approved and relates to ministries at CBC, the information will be placed into the activity calendar.

- Some items may become only slides and not placed in the bulletin at the discretion of the Director of Media Services and with input from other staff members.
- The use of flyers or inserts for bulletins is used only for special occasions, special events, or by the direction of the Senior Pastor.
- Items will be published or put in the announcement loop based on the above list of priorities and are included on the basis of order received and space available.
- All articles and slides, except specifically from an individual Staff Member or church member, should be written in the third-person voice.
- All articles or slides are subject to editing and correcting by the Director of Media Services, enlisted editors, and proofreaders.
- Giving information, attendance information, and congregational care information will be available either in the bulletin or online with a QR code or link based on available space.

Submission and Publishing of the Weekly Bulletin:

- When activators are received and approved, the Director of Media Services places the articles in a file with the Bulletin layout format.
- When possible, all items must be received and approved through the activator process a week before the Sunday publication date.
- Any revisions must be sent to the Director of Media Services before 4:30 PM on Wednesday before the Sunday publication date.
- The final corrected and proofed bulletin will be printed by 4:30 PM every Thursday.
- Once the entire content of the bulletin is saved, digital and physical records will be kept for no less than 1 year.
- On weeks with a holiday, the submission and print schedule may be moved up, which will be communicated to CBC members and individuals or organizations that call the church office and ask. When these changes in schedule occur the Director of Media Services will email key contacts with an updated deadline.

NOTE: The dates and times listed above are needed to ensure publication of the bulletins are compiled, edited, and printed in a timely manner. If an activator submission or article information is not submitted by the deadline, no guarantee can be made for inclusion in the bulletin. Anyone submitting items for print to the bulletin must accept the responsibility of the submission of an activator for the review and approval process within the above-stated guidelines.

Submission and Publishing the Slides for the Announcement Loop:

- When information is received and approved through the activator process, the Director of Media Services creates the slide. Collaboration with the individual who submitted the activator will normally occur.
- When possible, all items must be received by the Director of Media Services a week prior to the promotion start date. Any revisions must be sent to the Director of Media Services before 12:00 PM on Thursday before the Sunday publication date.
- If approved, the final corrected and proofed slide will be included in the pre-service announcement loop.
- On weeks with a holiday, the submission and creation schedule may be moved up, which will be communicated to CBC members and individuals or organizations that call the church office

and ask. When these changes in schedule occur the Director of Media Services will email key contacts with an updated deadline.

General Procedures:

- Write articles or slide information in the third-person voice unless otherwise noted. (i.e., do not use I, me, us, we, or you, etc.).
- **Prioritize concise and clear messaging.**
- Ensure that any article containing CBC information has been approved by the appropriate Staff Member or Ministry Leader prior to submission per the established bulletin deadlines.
- Submit articles and slide information by including them with the submitted activator for an activity or event.
- Spell-check and grammar-check articles prior to submission.
- Follow publication schedule deadlines when submitting articles.
- Understand that all articles are subject to editing by the Director of Media Services and the enlisted editors and proofreaders.
- When content or clarity is in question, they will be reviewed by the Director of Media Services and returned to the sender for editing.
- CBC reserves the right to create or publish only items which support and express our vision, beliefs, and mission statement. If CBC believes a submission does not match our vision, mission, and beliefs, it will not be published.



Investing in
Relationships
with **God**,
One Another,
and the **World**.