

# Communications Plan 2016-2017

Tuesday, August 09, 2016

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The original plan was copied from an Excel spreadsheet that was designed by St. James Episcopal Church that I found online. The version that I copied as a 2015 communications plan for their church. The plan is divided into several areas, each with several different levels of responsibility. There is also a year-long communications calendar at the end of the plan.

Notes for Comm Plan:

We need someone to post events on Facebook.  
Setup automatic tweets about events posted on Facebook.  
Post same events on web page

[Objective description no matter how long it gets. It should be the title of the page.]

Tactics	Responsible	Deadline	Accomplished
			<input type="checkbox"/>
			<input type="checkbox"/>
			<input type="checkbox"/>

- Tactics** - A step in the process of accomplishing the objective
- Responsible** - Person(s) responsible for this step
- Deadline** - This is a date in which this step needs to be accomplished
- Accomplished** - a check off once the step is complete

# Worship

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This section has to do directly with the Worship

## Coordinate, prepare, produce and publicize service materials for Sunday services, special services, memorials and events.

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Tactics	Responsible	Deadline
1. Contact content providers: Lisk, Whitmire, clergy	Emily	Monday weekly for Sunday
2. Assemble service components for review	Emily	Wednesday weekly
3. Print, fold and collate service bulletins	Emily, volunteers	Thursday
4. Produce ad hoc worship materials	Emily	As needed
5. Prepare, upload, promote and archive service videos and sermon excerpts from Sunday and special seasonal services	Emily	Weekly
6. Raise online visibility of sermon videos and sermon texts by including player on home page	Russell	Web redesign
7. Raise online visibility of service videos by including links in sermon database	Russell	Web redesign
8. Promote through website, Shepherd's Voice and other publications YouTube channel sermon excerpts from service video content	Russell	weekly

## Publicize special services through Chimes, eChimes, Sunday Chimes and press contacts

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Tactics	Responsible	Deadline
1. Write, post to the website and include in publications as required information on worship opportunities	Russell, Emily	Weekly, bi-weekly
2. Incorporate regular and special worship service schedules and information in the Parish Resource Guide and updates	Russell	Annually, semi- annually
3. Place events in community and online calendars at least one month prior to occasion	Russell	As needed
4. Create and maintain list of press contacts for faith information publishers	Russell	monthly
5. Write and distribute press releases at least one month prior to occasion	Russell	As needed
6. Prepare and distribute monthly calendar of activities, including mailings and online postings	Russell	monthly

## Publicize and support musical services, events and concerts through Chimes, eChimes, Sunday Chimes and press contacts.

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Tactics	Responsible	Deadline
1. Write, post to the website and include in publications as required information on musical offerings	Russell, Emily	As needed
2. Incorporate regular and special music schedules and information in the Parish Resource Guide and updates	Russell	Annually, semi-annually
3. Establish music program sub-domain in website to promote, distribute and archive music performances and information	Russell	Website redesign
4. Place events in community and online calendars at least one month prior to occasion	Russell	As needed
5. Arrange for photography of participants and events as needed for publicity and recognition	Russell	As needed
6. Create and maintain list of press contacts for music information publishers; work with reporters to gain coverage for specific events	Russell	As needed
7. Write and distribute press releases at least one month prior to occasion	Russell	As needed
8. Excerpt and post to YouTube select music performances from service videos.	Russell	As needed

Publicize and support Guilds, Lay Ministries, service ministries, and children’s worship programs through website, Chimes, eChimes, Sunday chimes and press contacts.

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Tactics	Responsible	Deadline
1. Post to the website and include in publications as required information on Guild, LEM, service schedules	Russell, Emily	As needed
2. Incorporate regular and special schedules and information in the Parish Resource Guide and updates	Russell	Annually, semi-annually
3. Write and distribute event (Advent Fair, Christmas Pageant, Vacation Bible School, etc.) press releases at least one month prior to occasion	Russell	As needed
4. Arrange for photography of participants and events as needed for publicity and recognition	Russell	As needed
5. Prepare and distribute monthly calendar of activities, including mailings and online postings.	Russell	monthly

# Study

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## Support and promote Bible study and study groups through website, Chimes, eChimes, Sunday chimes and press contacts.

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Tactics	Responsible	Deadline
1. Post to the website and include in publications as required information topics and schedules	Russell, Emily	As needed
2. Incorporate regular and special schedules and information in the Parish Resource Guide and updates	Russell	semi-annually
3. Establish study subdomain on website to contain, promote and archive study opportunities to the parish	Russell	Web redesign
4. Establish online study group community presence (blog) for content sharing	Russell	Web redesign
5. Produce "Monthly Study Guide" email for Bible study and other courses and clubs' participants forecasting content and schedule	Russell, Emily	Monthly

Support and promote children’s, youth and adult education classes (faith formation) and sessions through website, Chimes, eChimes, Sunday chimes and press contacts.

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Tactics	Responsible	Deadline
1. Post to the website and include in publications as required information content and schedules	Russell, Emily	As needed
2. Incorporate regular and special schedules and information in the Parish Resource Guide and updates	Russell	semi- annually
3. Write and distribute event press releases at least one month prior to occasion, as requested	Russell	As needed
4. Arrange for photography of participants and events as needed for publicity and recognition	Russell	As needed
5. Design and distribute “Sunday Forecast” emails to go to parish list at regular intervals.	Russell	Monthly
6. Establish and maintain content sharing area on study subdomain of website for children and youth education	Russell	Web redesign

## Support and promote parish retreats and pilgrimages through website, Chimes, eChimes, Sunday chimes and press contacts.

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Tactics	Responsible	Deadline
1. Post to the website and include in publications as required information on retreat schedules	Russell, Emily	As needed
2. Incorporate regular and special schedules and information in the Parish Resource Guide and updates	Russell	semi- annually
3. Arrange for photography of participants and events as needed for publicity and recognition	Russell	As needed
4. Establish ecommerce system for booking retreat and pilgrimage reservations, deposits and remaining balance payments within the parish community	Russell	Web redesign
5. Establish a gallery system on social media that posts to the study area for photo archives	Russell	Web redesign
6. Create and maintain content sharing site (blog) for retreat recaps and photography	Russell	Web redesign

# Service

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## Support, promote and publicize international and domestic mission trips and projects.

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Tactics	Responsible	Deadline
1. Collect mission plans and develop promotion calendar for each mission.	Russell	As available
2. Post to the website and include in publications as required information on mission opportunities and schedules.	Russell, Emily	As needed
3. Incorporate regular and special schedules and information in the Parish Resource Guide and updates	Russell	semi-annually
4. Establish a missions subdomain on the website to include an online mission diary site accessible by mission teams for sharing of experiences and photographs during and after the mission	Russell	Web redesign
5. Support and promote the Mardi Gras for Missions fundraiser through Chimes, eChimes, email and online properties	Russell	Web redesign
6. Design and assist with content for Missions Broadside to publish on demand for promotion of ministry, scheduling and missionary recruitment	Russell	Summer
7. If beneficial, write and distribute press release pre and post mission to local faith publications and reporters.	Russell	As needed

Support, promote and publicize servant ministries (ACTS, CARITAS, mentoring, GoodChoice, Giving Tree, McGuire Veterans, GateWay Homes, projectHOMES, Virginia Supportive Housing, Hilliard House).

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Tactics	Responsible	Deadline
1. Post to the website and include in publications as required information on servant ministry opportunities and schedules	Russell, Emily	Weekly
2. Incorporate regular and special schedules and information in the Parish Resource Guide and updates	Russell	Semi-annually
3. Promote and support Every Member Ministry program	Russell	ongoing
4. Arrange for photography of participants and events as needed for publicity and recognition	Russell	As needed
5. Promote and maintain a Tumblr channel for Servant Ministry where small bits of information, including photographs snapped by participants, can be posted easily concurrent with experiences	Russell	As needed

## Support and assist in publicizing Episcopal Church Women activities and events.

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Tactics	Responsible	Deadline
1. Post to the website and include in publications as required information on event and meeting schedules	Russell, Emily	As needed
2. Promote ECW events through "ECW News" email communication to women of the parish	Russell, Emily	As needed
3. Establish and maintain Taste ecommerce site on doers.org	Russell	August

# Support and publicize testimony of parishioners about the Spirit transforming their lives

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Tactics	Responsible	Deadline
1. Maintain and publicize an audio podcast series on the website and through content distributors (iTunes) involving personal stories of transformation.	Russell, Emily	As needed
2. Collect, produce, distribute and archive stories from parishioners. ("I Witness Accounts")	Russell	As available

# Stewardship

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## Create awareness for the 2016 Stewardship campaign.

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Tactics	Responsible	Deadline
1. Write/assist in writing and produce campaign materials with staff and campaign leadership	Russell, DoSD	August
2. Write or assist in writing materials to promote and publicize Feast of St. James's to parish.	Russell, DoSD	September
3. Create calendar of Chimes, eChimes and Sunday Chimes announcements	Russell, Emily, DoSD	Annually
4. Collect and produce Feast content to YouTube channel	Russell	October
5. Establish online and social media donation button	Russell	Web redesign

# Engagement

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## Facilitate convenient parishioner engagement with information about events, worship and stewardship.

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Tactics	Responsible	Deadline
1. Design and produce a smartphone application for use by St. James's congregation	Russell	September 2015
2. Staff and facilitate the Communications Committee as an advisory group to the office.	Russell	quarterly
3. Create a Communications Forum for one Sunday in the year to showcase the ways parishioners can read, view, hear and seek information about the parish in publications and online.	Russell, Committee	annually

# Publication Schedule and Editorial Calendar 2016

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<b>Publication</b>	<b>What the Publication is about</b>	<b>Deadline</b>	<b>Published on</b>
Sunday Forecast	Topics, schedule	12/22	1/2
Alert	MLK Jr. Evensong	1/9	1/12
Shepherd's Voice	News and events	1/8	1/14
Vestry blast	Slate	1/12	1/16
Music Notes	Organ Concert	1/19	1/21
Parish Directory	ACS records	1/6	1/22
Mardi Gras blast	Invitation	1/16	1/20
Study Guide	Topics, schedule	1/20	1/22
ECW News	WomanKind, Lecture, Announcements	TBD	TBD
Music Notes	Choral Eucharist	2/9	2/11
Shepherd's Voice	News and events	1/22	1/27
Sunday Forecast	Topics, schedule	1/27	1/30
Spring Chimes	Columns, news, cover stories, Winter photos	2/2	2/18
Mardi Gras blast	Live Auction promo	1/29	2/3
Shepherd's Voice	News and events, annual meeting	2/5	2/10
Mardi Gras blast	Silent auction promo	2/5	2/11
Mardi Gras blast	Last notice	2/12	2/13
Lent blast	Schedule	2/13	2/16
GIYI	Invite/starts daily	2/13	2/17
Study Guide	Topics, schedule	2/17	2/19
Shepherd's Voice	News and events	2/19	2/24
Sunday Forecast	Topics, schedule	2/24	2/27
Music Notes	Dylan Mass	3/2	3/4
Shepherd's Voice	News and events	3/5	3/10
Music Notes	Three Choirs Concert	3/9	3/11
Shepherd's Voice	News and events	3/19	3/24
Study Guide	Topics, schedule	3/23	3/26
Holy Week blast	Palm Sunday – Easter schedule	3/25	3/30
Sunday Forecast	Topics, schedule	4/1	4/3
Alert	Magnificat concert	3/30	4/6
Shepherd's Voice	News and events	4/9	4/14
Study Guide	Topics, schedule	4/20	4/23
Music notes	Jazz Mass	4/22	4/27
Shepherd's Voice	News and events	4/23	4/28
Sunday Forecast	Topics, schedule	4/28	5/1

Summer Chimes	Columns, news, cover stories: Seasonal schedule	5/4	5/21
Shepherd's Voice	News and events	5/7	5/12
Summer blast	Summer schedule change, Sunday events	5/18	5/22
Shepherd's Voice	News and events	5/21	5/26
Music notes	Memorial Concert	5/22	5/27
Study Guide	Topics, schedule	5/26	5/29
Welcome Summer blast	Summer music series	5/29	6/1
Shepherd's Voice	News and events	6/4	6/9
Shepherd's Voice	News and events	7/9	7/14
Resource Guide	All programs	7/17	8/13
Fall Chimes	Columns, news, cover stories: Seasonal schedule	8/3	8/20
Fall Schedule Insert	All programs	8/5	8/20
Shepherd's Voice	News and events	8/6	8/11
Study Guide	Topics, schedule	8/24	8/27
Sunday Forecast*	Topics, schedule	9/2	9/11
Opening Sunday blast	Schedule change	9/2	9/9
Missions broadside	Mission schedule and ministry	9/4	9/13
Picnic blast	Picnic	9/8	9/10
Alert	Changes due to Cycle Race	9/9	9/14
Shepherd's Voice	News and events	9/3	9/8
AG blast	Pledge message #1	9/14	9/16
Service blast	Bluegrass Mass	TBD	
Shepherd's Voice	News and events	9/17	9/22
AG blast	Pledge message #2	9/21	9/23
Study Guide	October schedule	9/19	9/25
AG blast	Pledge message #3	9/28	9/30
Sunday Forecast	October schedule	9/30	10/2
Service blast	St. Francis Day celebration, BOTA	9/24	9/29
Feast email	Invitation	9/30	10/1
AG blast	Pledge message #4	10/5	10/7
Shepherd's Voice	News and events	10/8	10/13
AG blast	Pledge message #5	10/12	10/14
Feast email	Invitation	10/13	10/15
Feast blast	Feast	10/16	10/19
AG blast	Pledge message #6	10/19	10/21
Shepherd's Voice	Topics, schedule	10/22	10/27
Sunday Forecast*	Topics, schedule	10/24	10/30
Study Guide*	Topics, schedule	10/28	10/30
Shepherd's Voice	News and events	11/5	11/10
Winter Chimes	Columns, news, cover stories: Seasonal schedule, retreats(?)	11/2	11/19

Shepherd's Voice	News and events	11/19	11/24
Advent blast	Advent programming	11/20	11/24
Study Guide*	Topics, schedule	11/24	11/27
Sunday Forecast*	Topics, schedule	11/30	12/4
L&C Blast	Lessons and Carols service	12/1	12/4
Shepherd's Voice	News and events	12/3	12/8
Pageant blast	Christmas pageant	12/11	12/14
Stewardship blast	End of year giving, pledges	12/1	12/7
Shepherd's Voice	News and events	12/17	12/22
Christmas blast	Christmas week schedules	12/18	12/21
Study Guide	Topics, schedule	12/22	12/31

# Website and Bulletin Board Posting Schedule

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Event date	Content	Commission	Image(?)	Post date	Take down
1/7/2015	Wednesday night program	Study	Michaux House	12/22/2014	1/11/2014
1/19/2015	MLK Evensong with Norfolk State	Worship	MLK choir	12/15/2014	1/19/2015
1/25/2015	Organ Concert	Worship	Artist	1/5/2015	1/26/2015
1/12/2015	Annual Meeting	Study	Photo	1/19/2015	2/14/2015
2/1/2015	Youth Sunday	Worship	Service	1/11/2015	2/2/2015
2/15/2015	CARITAS Shelter week	Service	CARITAS guests	1/26/2015	2/23/2015
2/18/2015	Mardi Gras for Missions	Service	Party photo	2/2/2015	2/19/2015
3/1/2015	Youth Evensong	Worship	Youth choir	2/14/2015	3/3/2015
3/8/2015	Dylan Mass	Worship	Service graphic	2/19/2015	3/8/2015
3/15/2015	Three Choirs concert	Worship	Concert photo	2/23/2015	3/16/2015
3/30/2015	Easter Week	Worship	Flowered cross	3/3/2015	4/6/2015
6/23/2015	Vacation Bible School	Study	VBS kids	3/8/2015	4/1/2015
5/3/2015	Jazz Eucharist	Worship	Service photo	4/1/2015	5/4/2015
4/15/2015	Magnificat concert	Worship	Ensemble photo	3/16/2015	4/13/2015
4/22/2015	Interfaith Dialogue	Study	Beth Ahabah	4/6/2015	4/30/2015
2015	Project:HOMES	Service	Construction photo	4/13/2015	5/9/2015
5/24/2015	Memorial concert	Worship	Concert photo	4/30/2015	5/26/2015
6/3/2015	Welcome Summer Series	Worship	Oberon	5/9/2015	6/16/2015
6/7/2015	Founders Sunday	Foundation	Legacy Society	5/4/2015	6/8/2015
2015	Summer missions	Service	Mission photo	5/26/2015	8/12/2015
2015	Service post	Service		6/8/2015	8/4/2015
2015	Summer book clubs	Study	Group photo	6/16/2015	8/1/2015
9/13/2015	Opening Day/Picnic	Service	2014 picnic	8/1/2015	9/13/2015
9/13/2015	Fall Schedule/Sunday School	Study	2014 classes	8/4/2015	9/13/2015
9/16/2015	Wednesday night programs	Study	Michaux house	8/12/2015	9/17/2015
9/20/2015	Ministry Forum	Service	Talking tables	9/13/2015	9/21/2015
	Missions Fair	Service	2014 mission fair		
	Bluegrass Mass	Worship	BGM 2013		
10/4/2015	St. Francis/Blessing of the Animals	Worship	2014 service		10/5/2015
10/21/2015	Feast of St. James's	Stewardship	2014 Feast		10/22/2015
11/19/2015	Taste of St. James's	Service	2014 Taste		11/18/2015
11/9/2015	UTO Ingathering	Service	Logo		

11/23/2015	Giving Tree	Service	Tree angel		12/13/2015
11/26/2015	Thanksgiving Service	Worship	Altar		11/27/2015
12/6/2015	Advent Lessons and Carols	Worship	Choir		12/7/2015
12/20/2015	Christmas Pageant	Worship	Pageant		12/21/2015
12/24/2015	Christmas week services	Worship	sanctuary		12/26/2015