The Episcopal Diocese of Southwest Florida
Golden Anniversary
The Episcopal Brand & Two Practical Applications
Garland Pollard: The Episcopal Brand

The Rev. Adrienne Hymes: The Wesley Chapel Launch

John V. DiPietro: Implementing Video
Hydrox Maker Files FTC Case Against Oreo
August 30th, 2018 • 2 Comments

By Garland Pollard

NEWPORT BEACH, Calif. – The maker of revived Hydrox cookies has filed a suit against Mondelez International, claiming that its retail stockers are pushing Hydrox aside in favor of Oreo.

The complaint says that the maker of Oreo cookies has been using its delivery drivers to push aside Hydrox cookies in stores “on a national basis, in hopes of slowing sales and leading to stores discontinuing Hydrox.”

In a complaint, Leaf Brands CEO Elissa Kasoff says that the company is guilty of (1) Unlawful Monopolization, in violation of § 2 of the Sherman Act; (2) Unlawful Concerts in Violation of § 1 of the Sherman Act; and (3) Unfair Competition/Unlawful Trade Practices, in violation of Section 45 of the Lanham Act.
Macy’s & Marshall Fields
The Camel Example
Lilly Pulitzer, Then and Now
Branding

“Branding starts with what you want to be, and indeed are. Branding first has to do with what you do and think. In the end, the brand is not about what you do, it is in the end about what people think about what you do.”
New Ways of Church Branding
Disclaimer
Dates in Episcopal “Brand” Identity Formation

1517-1564: The Reformation.
1564-1660: Puritanism 😞
1660: Restoration of the monarchy under Charles II.
1584-1776: America colonized
1738-1784: The "Great Awakening"
1776-1789: Origin of the Protestant Episcopal Church

<<< Font & Printer, Baskerville!
My Baptismal Church, 1680

- My Brand view of St. Mary’s Whitechapel, Lively, Virginia
- Uncluttered Interior
- Lectern, Flag
- True to its Design Form
- Simple Baptismal Font
- I Believe, Decalogue, Lord’s Prayer.
St. Mary’s Off Brand

Labyrinth? Barber Shop Quartet? Handbells Next?
My Wedding Church, 1824

- My Brand View of St. John, Salisbury
- 1824ish Gothic Sort of
- Best Church Because of My Wedding
- Struggling Bigly
- Anniversary Oct. 13!
George Washington’s Pohick
How can you hold on to who you are while adapting to inevitable change?

[Link to the tweet]
George Washington’s Interior

- Flags
- Clean Interior
- Lectern
- True to Form (no stained glass in Georgian)
- Simple Baptismal Font
- Absence of Clutter
“I was surprised when the Psalm begun, to hear a large Collection of voices singing at the same time, from a Gallery, entirely contrary to what I have seen before in the Colony, for it is seldom in the fullest Congregations, that more sing than the Clerk, & about two others! I am told that a singing Master of good abilities has been among this society lately & put them on the respectable Method which they, at present pursue.”
The Rev. Neal Dodd, St. Mary of the Angels

“We are currently planning a Bible Study class to welcome newer members of our parish. If you are interested, please let us know!”
1918-61

The Rev. Neal Dodd, St. Mary of the Angels
1921: First Church Radio Broadcast

On a wintry New Year’s Saturday in 1921, the Session of Calvary Episcopal Church presented a broadcast which read: “An interesting arrangement has been made for tonight’s services. The International Radio Company (Westinghouse) has installed wireless telephone receiving apparatus in the church, and tonight’s music, sermon, and service will be broadcast by KDKA, then located at the East Pittsburgh Works of Westinghouse Electrical Corp.”

The broadcast was presented by Dr. Edwin Jay van Etten, rector of Calvary Church and later, the Church of St. Paul’s Episcopal Cathedral, Pittsburgh. Dr. van Etten, in another section, mentions that the broadcast was one of several events held on recent Sunday mornings.

After consideration of the difficulties involved, especially in picking it up, a plan was worked out which we naturally gravitated to the Episcopal services. It so happened that one of our engineers was a member of the staff of the Calvary Episcopal Church in the East Liberty section of Pittsburgh. He was called in, and after meetings, the matter was explained to him, and he promised to see what could be done.

We were later told that the broadcast with its use of new technology, was a first in the world for new uses. The Monitor was first implicated in this new technology.

In the beginning, Dr. van Etten said, “I was looking for new ways to help the community and to do so by broadcasting the services of Calvary Episcopal Church. This was successful, and was so well received that it became a regular feature.”
The Order for Daily Morning Prayer

The Minister shall begin the Morning Prayer by reading one or more of the following Sentences of Scripture.

On any day, save a Day of Fasting or Abstinence, or on any day when the Liturgy or Holy Communion is immediately to follow, the Minister may, at his discretion, pass all verse from the Sentences to the Lord’s Prayer, and pronouncing, The Lord be with you, Amen. And with the spirit, Minister. Let us pray.

And Not. That when the Confession and Absolution are ended, the Minister may, after the Sentences, pass to the Versicles. O Lord, open thou our lips, etc., in which case the Lord’s Prayer shall be said with the other prayers, immediately after The Lord be with you, etc., and before the Versicles and Responses which follow, or, in the absence, as those appointed.

The Lord is in his holy temple: let all the earth keep silence before him. Hab. ii. 20.
I was glad when they said unto me, We will go into the house of the Lord. Psalm cxxii. 1.

Let the words of my mouth, and the meditation of my heart, be acceptable in thy sight, O Lord, my strength and my Redeemer. Psalm ix. 14.
O send out thy light and thy truth, that they may lead me, and bring me unto thy holy hill, and to thy dwelling. Psalm xlviii. 3.

Thus saith the high and lofty One that inhabiteth eternity, whose name is Holy; I dwell in the high and holy place, with him also that is of a contrite and humble spirit; to revive the spirit of the humble, and to revive the heart of the contrite ones. Isaiah liii. 15.

The hour cometh, and now is, when the true worshippers shall worship the Father in spirit and in truth: for the Father seeketh such to worship him. St. John iv. 23.
1933

THE EPISCOPAL CHURCH OF THE AIR

The Department of Publicity of the National Council, with the endorsement of the Presiding Bishop, has completed arrangements with the Columbia Broadcasting System for a series of eight nation-wide broadcasts, under the general title, The Episcopal Church of the Air, which began on September 11, and continue at intervals until May 7, 1933. The series will be inaugurated from Boston by Bishop Sherrill of Massachusetts. A peak of interest will be reached on Christmas Day, when a message appropriate to this season will be delivered by the Presiding Bishop. Conflict with morning sermons.

THE NATION WIDE CHURCH OF THE AIR

The Department of Publicity of the National Council, with the endorsement of the Presiding Bishop, has completed arrangements with the Columbia Broadcasting System for a series of eight nation-wide broadcasts, under the general title, The Episcopal Church of the Air, which began on September 11, and continue at intervals until May 7, 1933. The series will be inaugurated from Boston by Bishop Sherrill of Massachusetts. A peak of interest will be reached on Christmas Day, when a message appropriate to this season will be delivered by the Presiding Bishop. Conflict with morning sermons.
1940, Oct. 16: The Shield
Presiding Bishop First Goes on National TV; here in 1965
Episcopalians’ Venture Into Radio Is New Tack

Church to Seek to Sell Christian Ethics Coast to Coast With Nonreligious Plays

When the Protestant Episcopal church goes into the radio business Oct. 1 with its Friday night national radio drama series, "Great Scenes From Great Plays," it will be making history among American churches. The program is the first project of this type attempted by an American church. The drama series will also be used against the competition of such programs as "Highways and Melodies," the "Pat Mink" detective series, and Gabriel Heatter's comment programs on news. But the denomination's program promoters have their own "big names" to attract listeners. Walter Hampden, Basil Rathbone and other Broadway and Hollywood stars will appear. Hampden and Rathbone are members of the Episcopal Actors' Guild which is co-operating. The venture is under the direction of its president, Winton Freely, New York producer.

Feature Famous Dramas
The half hour program will feature outstanding plays, such as

Religious Note
The Rev. H. G. Buettcher, apoloo, parish education co for the Minnesota district Missouri Lutheran syn - speak at 8 p.m. Wednesdays Mount Olive Lutheran cho "Why Is There Renewal in Lutheran Schools?" This is part of a program held with Luther - Ed week, which starts Sunday.ouri Lutheran synod church.

The Rev. Gustav Stearns, supply pastor at Mount Zion Lutheran church, will conduct All Saints' Episcopal church in Palmyra, Wis., at 12:30 a.m. days, starting Sunday.

Memories to Be Drawn
"It will teach the impact of the Christian ethic on today," Dean Maynard said. "The program will give the Episcopal church a part in radio which we now do not have. Folowing each play there will be a short statement suggesting that a moral can be drawn from the scenes presented, and also that the Christian church cares and helps people solve their problems. The statement will urge that listeners go to their own churches or to the Episcopal church if unaffiliated. The Rev. V. P. Stewart, rector of St. John's Episcopal church and chairman of the bishop's radio committee in this diocese, said these programs were especially designed to reach those who have no church membership. He said its purpose was positive and effectively to present the Christian religion and to " assure those who are troubled by doubt and bewilderment that the Western

Relief Shipments Last Month: More than $500,000 in relief and reconstruction aid were shipped overseas in 1948 by the World Service, Protestant agencies. Sunday School was named Saturday.

Episcopalians' Religious Program Begins
Great Scenes From Great Plays, an entirely new departure in religious programs, sponsored by the Episcopal families of Sarasota, was inaugurated Friday night over radio station WSPS of the Mutual network, with Curro de Bergerac, timeless drama of self-denial.

The plays will be broadcast from 8 to 8:30 p.m. each Friday with The Corn is Green, starring Miss Jane Cowl, next Friday night.

This play depicts a woman's unselfish devotion to teaching in a Welsh coal mining village, dramatizing the vital necessity of education and points up the need of human beings to be taught the principles of Christian faith.

The programs are without hymns, prayers, or scripture readings, and will be heard in frank competition for listeners with other broadcasts.

The commercial announcement will differ only from competitors in that it has nothing to sell except that it offers unburdened millions an opportunity to become better acquainted with the Episcopal Church and its relation to the individual, it was reported.
1950s: The Sign!
Lots of acquaintances—not many friends. Is this increasingly true for you? Look at your life. You may find that it lacks those spiritual experiences which bring people together in understanding and friendship.

Participation in the activities of the neighborhood church supplies the spiritual force to weld lasting friendships. Meet future friends in church next Sunday.

A cordial welcome awaits you at

YOUR NEIGHBORHOOD EPISCOPAL CHURCH.
programs:

Subject matter should project love, joy, courage, hope, faith, trust in God, good will. Generally avoid condemnation, criticism, controversy. In a very real sense we are “selling” religion, the good news of the Gospel. Therefore admonitions and training of Christians on cross-bearing, forsaking all else, sacrifices, and service usually cause the average listener to turn the dial. Consoling the bereaved and calling sinners to repentance, by direct indictment of the listeners, is out of place (with designated exceptions). . . . As apostles, can we not extend an invitation, in effect: “Come and enjoy our privileges, meet good friends, see what God can do for you!”

If transients are so disinterested in theological and doctrinal mat-
1961,
Rev. Dr. Mosby
1963

Bishop Louttit on WHKP & National Protestant Hour
Mid 1960s
1964 Night of the Iguana
the episcopal church welcomes you!

If you are not an Episcopalian...
We hope that this material will help you to better understand the Episcopal Church.

1965
1979

Lion, Witch & Wardrobe: Church Owns Rights
1979, 1982

Prayer Book Hymnal & Difficult Years Ahead
2018: The Wedding

Jesus Returns to Episcopal Conversation
2018: Our Diocesan Brand
Chick-Fil-A Test

- Simple Menu
- Lack of Innovation!
- Repeated Procedures
- Uniforms
- Service Standards and Guest Awareness
- Graphic Simplicity
- Commitment to Youth
Characteristics

- History
- Legacy
- Narrative
- Timelessness
- Peace
- Good Taste
- Respect
- Welcome
- Jesus Again, thanks to PB!
Making the Brand

- Website
- People
- Street Appearance
- Interior Appearance
- Polish & Welcome
- Liturgy, Use the Prayer Book!
- Real Hymns
- Vestments
- Serendipity (Custom Cruiser)
Making the Brand

- Website
- People
- Street Appearance
- Interior Appearance
- Polish & Welcome
- Liturgy, Use the Prayer Book!
- Real Hymns
- Vestments
- Serendipity (Custom Cruiser)
“Create an experience that your customer enjoys (with helpful content), and their perception of your brand will reflect that.”

Susan Carro Ford, Brand Expert
The O’Carroll Question

Asks the parish: Is there anything that I or the parish is doing that would embarrass or prevent you from wanting to bring someone here.
The Implementation

Are there things that we are doing that we like, that may chase off others? Perhaps they might be done on Wednesday night, or amongst friends.
Web & Secret Shopper Checklist

The following questionnaire is designed for congregations so that they can determine basic policies and procedures for websites and electronic communications, as well as determine things that might attract or drive off visitors. Please keep this form for yourself, especially if you have written passwords or notes in it.

1. What is the main URL/URLs (website) for your organization?

2. What company have you purchased the URL(s) from (GoDaddy, etc), and what it the login name, registered agent, email contact, etc? Note: PLEASE KEEP THIS CURRENT

3. What billing cycle is the URL on, and who is in charge of ensuring that the renewal is actually renewed?

4. What company hosts your website, and/or what company created your website? This can be the same person as the agency that created your website, or could be a different company.

5. What content management system do you use for your website? Does a staff person make changes, and know how to use it fully?

6. Who are the people authorized to use your website? (Note there should be more than two)

7. What social media accounts and subaccounts do you use (Facebook, Pinterest, Twitter, Vimeo, YouTube)? Have you registered your organization name for these? What is the URL of the account, and who is responsible for each of these accounts? Are there multiple accounts (Facebook, etc)?

8. Does the parish have policies about photos on premises? YES or NO (See Social Media Guidelines)

9. Have you checked what other websites are saying about your organization, and have you assisted them where necessary and possible? For instance, is your Google address correct? Does your address and name? YES or NO

Diocesan Social Media Policies

The continued growth and use of social media at parishes presents an opportunity for evangelism and Christian mission. However, the opportunity also comes with challenges, as parishes become exposed to advice and trends on social media, and share information in new ways. Due to the rapidly changing technology of social media, policies that regulate church websites could be outdated in a very short time, so it is important for parishes to have clear guidelines that give direction.

Definition: The term social media includes email (prayer lists, parish e-blasts), Facebook, Twitter, blogs, video-sharing sites (YouTube), and any other electronic medium.

Pastoral and Parent Leadership: Above all, the Church is an institution that seeks to proclaim the Good News and to live out the Gospel in every time and place. These guidelines should be used as a starting point for the development of written policies by individual parishes and schools. These guidelines should not be seen as a substitute for individual written or oral policies used by individual parishes and schools.

Email: Churches should use standard business practices for email addresses. Paid email accounts of members and Diocesan staff should be clearly marked as such. Church staffs and lay leaders should have their own email accounts, as Germany has certain policies about privacy and use of church email for personal use, specifically committed to the monitoring of all media use by those employees and staff.

Password: Social media accounts for parishes and institutions should have more than one person who has access to the page. In case of a staff person leaving, passwords should be updated and not given to anyone unnecessarily.

Usages: Congregations will have different views on what it is appropriate to use social media in a religious setting, some parishes wish to have services without the use of such devices, and others encourage social media as a form of evangelism. The active or passive acts of members should discuss guidelines.

Diocese of Southwest Florida

941-556-0315

www.episcopalswfl.org

Handouts
Handouts

How Do I Get in the Southern Cross?

The Southern Cross

Since 1990, the Southern Cross has been the voice of the Episcopal Church in Southwest Florida. In 2014, the Diocese of Southwest Florida launched this award-winning publication as a liturgical companion targeted to reach the 21,000 households that are part of the diocese. This quarterly publication is mailed three times a year, The Southern Cross brings its message to the heart of Southwest Florida.

The Southern Cross is mailed directly to approximately 13,500 households in Southwest Florida, including churches and individual subscribers. An additional 500 are distributed directly to students at our retreat centers, Diocese of Southwest Florida Conference Center, and at other locations. Our mailed readership includes active members with second homes outside of Florida. All clergy receive The Southern Cross as an air postage and church leadership.

Submit Stories

One goal for Southern Cross is to tell the story of the diocese to whole diocese. Thus, we ask to every log church, as well as smaller, with equal enthusiasm. In Southern Cross, we seek stories at least a month in advance of production, and at most six weeks ahead of our publication date, in particular, we are seeking the well-written stories about our mission work in Central Florida, the Caribbean, and beyond. We are also looking for stories about our daily life: the history of the parish, a recount of a hot event, or a story about a person who has contributed to the work of the church. A good story includes a selection of high-quality images over 1.5 MB as attachments. We do not need a professional photographer. No do put attention to issues like focus and composition, as we typically only have access to one photo per article. We welcome in particular:

• Stories of mission trips
• Sermon or example
• Stories of community
• Stories of notable events or accomplishments

All of our back issues are available online go to episouflower.org and use keyword Publications. To submit articles, please send them to the editor, Gerald Finard, at gfinard@episouflower.org. Please send them as Microsoft Word attachments.

Free Subscriptions

Readers of The Southern Cross can sign up at the bottom of the home page of episouflower.org, enter the address of yourself or your parishioners, and they will receive the next issue. Alternatively, they may subscribe by email newsletter, simply send name, address and parish, in separate fields. Call us at the diocese if you need help with this. When we mail, we have a duplicate checker, so we do not worry if you have sent a name previously.

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Advertising

We welcome advertising from our parishes, to schools, seminaries and businesses.

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Diocese of Southwest Florida • Outspring Episcopal Center
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