

Communication Guidelines for Lake Street Church

developed by LSC Staff

March 8, 2011

Announcements in Worship

- Events taking place at the church can be announced by *either* a written announcement in the bulletin *or* a spoken announcement from the lection
- Spoken announcements are for events taking place *that same day*; for events coming up in the future, written announcements are used
- A spoken announcement can be used to draw attention to a display or an information table during Coffee Hour on that particular Sunday
- A special spoken announcement (“A Moment for...”) can *occasionally* be arranged at the scheduling discretion of the staff. This allows for a longer spoken announcement (1-2 minutes) about a particular event, and should be scripted in advance. This type of announcement is available only on a limited basis in order for it to remain an effective mode of communication.
- All announcements may be edited as necessary by the staff due to content or space constraints.
- **Spoken and Written Announcements must be turned in to Pat Stringer (pstringer@lakestreet.org; 847-864-2181) in the Church Office by noon on Wednesday in order to be included on the upcoming Sunday.**

Flyers and Bulletin Inserts

- In order for a flyer to be included in the bulletin, it must be for an event or activity that is open to the entire congregation.
- Flyers can also be posted on the bulletin boards in the church, placed on the literature table outside the Church Office, or in the information rack in the Courtyard foyer.
- In terms of the environment and of cost to the church (for paper and photocopying), we ask you to *Think Green!* Do you need an entire page for your bulletin insert, or can the information be presented on half a page?
- Bulletin inserts must be approved by the staff during their weekly staff meeting on Tuesday mornings.
- **Copy ready bulletin inserts must be turned in to Pat Stringer (pstringer@lakestreet.org; 847-864-2181) in the Church Office by 10am on Tuesday in order to be included on the upcoming Sunday.**