

# Christ Church Grosse Pointe

## Communication Vehicles for Promoting Ministry Programs and Events

### Internal Communications

#### **Crossings – Bi-Monthly Print Newsletter**

*Crossings* covers all scheduled events/programs in the issue's time period; includes regular columns from clergy and staff; reports on parish events; highlights church ministries based on editorial calendar; lists new members; publishes memorials and gifts when appropriate; and a variety of other relevant material as needed. **Issue dates and deadlines for *Crossings* are as follows:**

- January/February 2010 (Deadline December 1)
- March/April 2010 (Deadline February 1)
- May/June 2010 (Deadline April 1)
- July/August 2010 (Deadline June 1)
- September/October (Deadline August 1)
- November/December (Deadline October 1)

Distribution of *Crossings* is as follows: Parishioners with email addresses will be sent a notice with a link to the file posted on the church website. Parishioners without email addresses will be mailed a printed copy. A quantity of printed copies will also be available in the information racks throughout the church.

#### **The Communicator – Bulletin Announcements**

Covers events scheduled for the weekend it is published, the coming week, and select events happening 2-3 weeks from publication date as space allows. Content is pulled from *Crossings* and will be able to accommodate any urgent notices that may require immediate publication. It also includes: scripture texts, Prayers of the People and Service Assistants. The bulletin is published for insertion in the weekend service leaflet and is posted on the church website by the Friday before publication date. **Deadline for news submissions: Mondays at 5 pm.**

#### **Currents – E-Mail Blast**

Covers events scheduled for the upcoming weekend and the coming week and upcoming special events. Content will be pulled from *Crossings* and will be able to accommodate any urgent notices that would require immediate publication. The e-mail blast is published weekly on Wednesdays. **Deadline for news submissions: Mondays at 5 pm.**

The Music Department sends a separate notice on the last week prior to a new month. Called *Music Notes*, it highlights concerts and music events during the month ahead. The Cloister Bookshop sends *Book Notes* once a month to highlight new releases and/or store specials.