



## OFFICIAL COMMUNICATIONS MANUAL

The purpose of this manual is to help anyone having regular or temporary communications responsibilities within the Kirk to use all of these forms and vehicles in the most appropriate and effective manner. Here, you will find detailed information about our modes of communication, how to use them, and the people to contact for further information and assistance.

### Introduction

In every organization, effective communications are a vital factor for success. Churches are no different in this respect. Kirk in the Hills constantly seeks to maintain and improve a comprehensive system of communications to create awareness of and a positive image for our church with:

- Members of the congregation, leaders, and recognized Kirk groups (i.e., internally directed); and
- The community at large and outside organizations (i.e., externally directed).

To reach these audiences, the Kirk uses several primary modes of communication, included but not limited to:

- **This Week at the Kirk** (Friday Email), filled with current news and information on happenings in the life of the congregation.
- **kirkinthehills.org**, a comprehensive and technologically advanced website for online publication of information on everything going on at the Kirk, both internally and in our outreach to our community and the world; and
- **@ The Kirk**, which is distributed with our Sunday service bulletins and contains current announcements, calendars, notices, and invitations.
- **Sunday Bulletin Inserts**, which are distributed in our Sunday service bulletins for special notices, announcements, and invitations.
- **Congregational Emails** which can contain Memorial Service notifications and other various matters of importance in the life of the Kirk.
- **Social media**, which can include Facebook and/or Instagram.
- **Pulpit Announcements**, which can include a limited number of items drawn from information contained above.

The full spectrum of communication possibilities includes not only the publications listed above, but also, posters, brochures, articles, letters, emails, bulletins, press releases, etc., which can be employed to get out the word on programs and events within our walls and elsewhere.

The main organizational vehicles through which the Kirk both promotes and governs all forms of its communications are:

- The Kirk's administrative staff, including our Director of Communications, and our administrative staff support, are charged with facilitating the work of the Kirk's committees and other recognized groups. All of them report to our Senior Pastor and to the other pastors who have been assigned particular responsibilities with our committees and other groups.
- The Communications Committee is a committee of Session.

## PRINCIPAL PUBLICATIONS AND WEBSITE

### “This Week at the Kirk” Friday Email



**Rev. Edwin Estevez**

**Sermon**

*Meditation on the Greece Pilgrimage*

**Scripture**

Ephesians 3:14-21

**Bulletin**

9:00 a.m. & 11:00 a.m. Service

**@ the Kirk**

Sunday, April 28, 2024

***Sunday Worship, April 28, 2024***

8:00 a.m. Communion Service in Cedarholm Chapel

9:00 a.m. Sanctuary Service

11:00 a.m. Sanctuary Service

*Sanctuary Service will be livestreamed on our website and Facebook*

**This Week at the Kirk** (Friday Email) is published electronically every Friday.

**Ways to get your material into This Week at the Kirk** (Friday Email) include:

- Articles on your topic. These will be written by you and submitted first to the staff support with responsibility for assisting your committee or group, who will help you to stay within the publication guidelines and deadlines for submission. They coordinate their work with the Director of Communications. Your staff support will submit your article to the responsible pastor for review and approval. Our Senior Pastor has the final say on whether and when to use the article. At each point in this process, the article will be subject to editing and possible condensation under current guidelines (see below).
- Announcements. These are brief, emphasizing the key facts (who, what, where and when). The process for review, approval and editing are the same as for articles.
- Appeals for assistance with projects, programs, or events. These are similar to announcements, but include the kinds of help needed and the contact information for responses. Again, the process is generally the same as for articles.

**“This Week at the Kirk” (Friday Email) Submission Guidelines:**

In order to make effective use of Friday Kirk Email, you should first refer to the Friday Kirk Email Guidelines, a current copy of which is included in this manual (see Appendix I). The Friday Kirk Email Guidelines include:

- Specifics about the word processing formats that you can use and submitting your material electronically (including author’s name and contact information).
- Word limits.
- Use and transmittal of photos.
- Requesting publication date(s). These should be at least two weeks prior to requested publication.
- Deadlines for completion of the review and approval process are outlined below in the **Submission Guidelines for Promotional Content Section**.



## The Kirk Website

Our website is managed by the Kirk's Director of Communications, who works hard to keep it continuously updated and relevant. Success, however, is highly dependent on the members' input. Timing questions usually are how soon to include the material and when it would be too late to have the desired effect. The site makes the information available to those who are in the habit of accessing it online, but unlike Friday Kirk Email News and other forms of communication such as posters and letters, it does not actively place the information in front of them.) Nevertheless, the high quality of the site and its continuous updating is gradually: building up a consistent readership among Kirk members and, to an unknown extent, among the general public.

Major Links of the website which are particularly useful for getting out information include:

- **Homepage** - the landing page of the website links to and provides a brief look at other portions of the website. The homepage is rarely the proper place for standalone marketing of a single event or announcement.
- **"New Here" link** – The first link on the website is built for non-Kirk members. In Subsections, one will be able to learn what **"What to Expect,"** about our **"Ministries,"** **"Say Hello!"** by completing a *New Visitor Connection Form* and **"Meet our Pastors."**
- The **About link** provides information in Subsections that include "What We Believe," "View our Video" (A twenty-minute video created from the PBS documentary, *Detroit: City of Faith*), "History," "Kirkin' O' The Tartan," "Our Staff," "Church Officers" & "Contact Us."

- The **Worship link** provides Subsections that include “Worship at the Kirk,” “Livestream,” “Past Messages” and “Music.”
- The **Ministries link** provides Subsections that include “Christian Formation,” “Outreach and Mission,” & “Congregational Care.” Each of those Subsections include subsections of their own which are updated from time to time.
- **Events link-** A calendar of all kirk events is accessible under the **Events Page Link**. Often, this is where the majority of information about an event is held including descriptions, contact info, and registration links. Other modes of communication will reference back to the event page.
  - *Additional Subsections of the **Events Page Link** include “Featured Events,” “Events List,” a “Full Calendar” with a plethora of information and “Groups & Classes.” Within this section one will find recurring small groups, classes, and bible studies that are not events can be found here. This page is similar to the **Events Page**, but groups and classes will not show up on the event calendar.*
- The **Resources Link** contains as much information as you will find on the website. Subsections include “News and Updates,” (where all announcements and articles are posted). Copies of @the-Kirk, congregational mailing, and congregational emails are regularly published here. One will also find “the Realm Directory,” “Room Request” link, a “Media Library,” the “Kirk Shop,” “Policies & Reports,” information and guidelines regarding “Baptisms, Weddings (Music for Weddings) and Funerals.”

#### How to use it:

- The procedures and guidelines, including reviews and approvals, are generally the same as above in the guidelines for **This Week at the Kirk** (Friday Kirk Email), with exceptions noted below:

Our Communications Director & The Communications Committee have the final say on which information/events will be posted on the home page, in the rotating banners, and in all other sections. Editing for content, clarity and consistency with the adopted site format is the responsibility of the committee.

- In general, your material should be reviewed by your administrative staff support and submitted to the Communications Director at least 3-4 weeks prior to the date you are requesting that it appear live on the website (the earlier, the better).

The Communications Director has the final say on which information/events will be posted and where the best place is to host it. Editing for content, clarity, and consistency with the official site format is the responsibility of the Communication Committee. In general, initial material should be provided for review and submitted to the Communications Director at least two weeks prior to the date you are requesting that it appear live on the website (the earlier, the better). The Communication Committee can be incredibly helpful in crafting a persuasive and engaging message. Please contact them directly if you need help with creating initial content material.

## **@ The Kirk**

@ The Kirk is a color insert which is distributed with our Sunday service bulletins. It is especially useful for short notices and announcements with contact information. However, space is limited, so preference must be given to items of the most general interest and close to the event they are publicizing.



## Today

**Sunday School** - Children in preschool - grade 8 are invited to a time of worship and small group learning during the 9:00 a.m. worship service.

**Coffee Hour** - Please join us between worship services in Heritage Hall for coffee, community, and treats.

**The Bill Robinson Bible Study** - Join us for this bible study on Sundays at 10:00 a.m. in the Upper Room. The class will be facilitated by Dr. Edward Yousif.

**Young Children's Music** - The Young Children's Choir meets on Sundays from 10:15 a.m. - 10:45 a.m. for more info, please contact [njoseph@kirkinthehills.org](mailto:njoseph@kirkinthehills.org).

**Confirmation • Fall 2022 - Spring 2023** - Confirmation takes place on Sundays at 10:00 a.m. in the Abbey

**Advent Formation Series** - Join us between services today, on December 11, and on December 18 in the Saint Andrew's Room for classes on Advent.

This week Bob Beck will lead a class about the two Nativity stories. In the four Gospels, we have four Passion Narratives. After all, we are an "Easter People." Only two Gospels share stories about the Birth Narrative. We tend to conflate them without even knowing it, yet each author was speaking to a different community at a different time. We will explore 'what' the differences are and 'why' in our first Advent Class.

Next week, this class will focus on the Magi and the road they took. Register at [kirkinthehills.org](http://kirkinthehills.org) under Events or by typing "Advent Formation" in the search bar.

How  
to  
use  
it:

- The procedures and guidelines, including reviews and approvals, are generally the same as above in the guidelines for Kirk Friday Email, with exceptions noted below.



- The deadline for submission to your staff support for approval by the responsible pastor is noon (12:00 p.m.) on the Tuesday of the week before the Sunday in which it will appear (for example, to appear in @ The Kirk on Sunday, December 12, your information must be submitted by Tuesday, December 7).
- Announcements will be published in @ The Kirk only once unless an exception is approved by the Senior Pastor or the Director of Communications.
- Events will be announced in no more than two consecutive publications of @ The Kirk; major events may warrant an additional insertion.
- You must indicate your preferred choice of the Sunday(s) on which you want your material to appear.
- Content is limited to fifty words or less. Be sure to include the basic facts: who, what, when (date and time) and where, as well as any registration deadline, the person you prefer to be contacted and his/her contact information (with his/her prior permission).
- Precede the content with a headline of no more than four words, or the name of the event or group.

## SUNDAY WORSHIP ANNOUNCEMENTS

Sunday announcements are made during worship services on Sundays and are intended to be ones which involve the entire congregation rather than a specific target audience and have the greatest prominence in the life of the Kirk. A limited amount of time is available for these announcements to minimize disruption to the worship service.

**How to get them included:**

- Limit the content to the basic facts of who, what, where and when, and include any registration deadline, your preferred contact person (with prior permission from that person). Contact information should be listed in @ The Kirk.
- The deadline for submission to the pastor, after review by your staff support, is noon (12:00 p.m.) on the Thursday of the week before the Sunday in which it will be used.
- All requests will go to Jennifer Morris @ [jmorris@kirkinthehills.org](mailto:jmorris@kirkinthehills.org)

## **PROMOTIONAL MEDIA**

The Kirk has expanded its use of computer systems and color printers for the production of print media. These include brochures, posters, letters, postcards, and handouts, all of which may include photographs or graphics. To achieve consistency in quality and appearance, several techniques are used.

For example, a single logo has been adopted and is used in all of our print and electronic media. A specific typeface (Minion Pro) is used for “Kirk in the Hills” and for the content (in addition to Arial for certain headlines and on a case-by-case basis). A variety of templates featuring approved colors and graphics (some of which feature horizontal and vertical lines echoing the stonework of the Kirk) are used as the presentation format for brochures, flyers, posters, post cards and similar materials. The use of the equipment and graphics by our administrative staff support is under the direction of our Business Manager and Director of Communications. A publicity campaign for an event or program may involve the coordinated use of some or all of the publications described above, together with various kinds of specially printed media described in this section. Your administrative staff support, the Director of Communications, and the Communications Committee are available to discuss how you would like to shape and schedule your campaign.

A blue rectangular box containing the word "Minion" in a white serif typeface.A blue rectangular box containing the word "Arial" in a white sans-serif typeface.

### **How to use specially printed media and get it circulated:**

- As in the case of the Kirk's regular publications, the content of posters, brochures and other specially printed media are subject to review by your staff support and approval by the responsible pastor and the Senior Pastor, in that order. The Kirk maintains an extensive photographic library of historical and current images. In addition, the Director of Communications has discretion to suggest and approve the artistic presentation.
- Substantial lead times are required in order to get your printed material into production, because of many other priorities, such as completion and printing of Sunday bulletins, @ The Kirk and other print jobs. It is best to understand the days or weeks when these priorities take over the use of equipment and staff time. Be sure to discuss this with your administrative staff support.
- Circulation, including posting on kiosks located in the Kirk, mailings (including stuffing of envelopes), and handing out during events or programs, should also be discussed with your staff support, the Director of Communications or Business Manager.
- The Communications Committee is responsible for press releases. Releases should first be discussed in concept with your administrative staff support. They must follow an established format in keeping with the Kirk in the Hills Brand. The pastors have the final say on content.
- Post cards, letters, and mailings, using the Kirk's electronically stored lists, are subject to the same review and approvals as for press releases.

## **KIRK IN THE HILLS BRANDING GUIDE**

## Typefaces

### Minion Pro

Heading; Subheading; Body Copy  
*Used as main font on Kirk in the Hills logo, letterhead, and other official communications*

### Arial

Body Copy  
*Used as body copy for digital communications.*

### ITC Avant Garde Gothic Std

Other Heading; Other Body Copy  
*Used in various digital communications, outdoor signs, and social media posts.*

## Color Palette

### Primary Colors



Kirk Green  
HEX: b2bb1e  
RGB: 178 187 30



Kirk Blue  
HEX: 569bbe  
RGB: 86 155 190



Kirk Dark Blue  
HEX: 03527a  
RGB: 3 82 122



Kirk Burgundy  
HEX: 8e0c3a  
RGB: 142 12 58

### Secondary Colors



HEX: 794401  
RGB: 121 68 0



HEX: ffcf01  
RGB: 255 207 1



HEX: 776441  
RGB: 119 100 65



HEX: e87d1e  
RGB: 232 125 30

### Tertiary Colors *Limited Use Only*

## GOALS AND GUIDELINES FOR ALL PUBLICATIONS

The Kirk has adopted general and specific goals and guidelines that are applicable to all forms of media:

**Format and presentation:**

- The Kirk strives for a consistent and high-quality presentation which will maintain an appropriate and favorable image of the Kirk in the eyes of our members and the public at large. Typefaces and layouts have been selected with this goal in mind. Graphics are of simple, modern, and consistent design.
- The use and any modifications to these forms of presentation are within the control of the Director of Communications and the Communications Committee.
- The Kirk's logo, which has been adopted by Session, should be used on all print media, whether internally or externally circulated. Where feasible, the logo should be used on committees' and groups' notices, reports, and graphic presentations. For these internal publications, you may contact your staff support or the Director of Communications to have the logo transmitted to you electronically or by other means.

All promotional materials directed at an audience outside of the Kirk in the Hills should include the Kirk logo, the street address (1340 W. Long Lake Road), the main number (248. 626-25-15) and the website [www.kirkinthehills.org](http://www.kirkinthehills.org)).

**Restrictions:**

- To preserve privacy, the Kirk will not publish home phone numbers, email addresses or other personal contact information of our members or their families without first obtaining the permission of the responsible person.
- The Kirk's policy states (in the Communications Release Form for Children, Appendix V) that the "Church policy allows the publishing of photographs of children only with consent of a parent or guardian, and when the children are not identified with their first and/or last names." Copies of the Communications Release Form for Children are available from the administrative staff liaison for Children, Youth and Families Ministry, who keeps signed copies on file. An online version of the form is also available at [kirkinthehills.org](http://kirkinthehills.org).
- When the Kirk's mission statement is used, it must be stated verbatim: "We envision a world where every heart experiences God's transforming love."

## **THE ROLE OF THE COMMUNICATIONS COMMITTEE**

## C. Committees

*Communications Committee.* The purposes of this committee are to:

- (I) Provide compelling and effective communications programs that will reach target markets and build a favorable image of the Kirk.
- (II) Develop cost-efficient, highly informative vehicles for communicating Kirk programs to the Kirk's congregation and friends.
- (III) Respond to communication needs of committee chairs and others to support and promote their programs. Provide advice on the current state and functions of the Kirk's communications facilities and staff.
- (IV) Collect information and data needed to frame and target the Kirk's messages.
- (V) Make recommendations to the Kirk staff who are responsible for maintaining and updating the Kirk's website.
- (VI) Make expenditures for the committee's purposes from the committee's budget.

The Communications Committee is responsible for maintenance of The Kirk in the Hills Brand in the marketplace. Its goals are to create awareness of, and a positive image for the church.

The committee members use their collective experience and familiarity with the Kirk's processes as a resource and knowledge base to help those with communication responsibilities.

The committee is available to advise other committees on the current state and functions of the Kirk's communication capabilities and staff responsibilities. In addition, it helps to retain an "institutional memory," such as past communication successes and failures, and what techniques tend to work best.

The committee works with the staff to respond to communication needs beyond the scope of the Kirk's other groups; these needs could be identified by committee chairs, Kirk staff, or others. As such, the committee can help to design overall communication campaigns for maximum effectiveness.

To support all of its functions, the committee may also collect information and data which can be useful in properly framing and targeting particular messages and collaborates with the pastors and staff to create new and innovative methods for communication.

## CONTACT INFORMATION FOR COMMUNICATIONS

Contact information which you will need in order to effectively manage your communications tasks is Below. These contacts are subject to change from time to time, so be sure that you have the most information.

Nancy Albrecht	Director, Communication	<a href="mailto:nalbrecht@kirkinthehills.org">nalbrecht@kirkinthehills.org</a>
Jennifer Morris	Executive Assistant	<a href="mailto:jmorris@kirkinthehills.org">jmorris@kirkinthehills.org</a>

## SUBMISSION GUIDELINES FOR COMMITTEES

**This Week at the Kirk** (Friday Kirk Email) is a weekly electronic newsletter that highlights the upcoming events for the weekend, Sunday worship and significant events for the future in the life of the Kirk. For lengthy articles, it is best to cover just the highlights, then direct readers to the Kirk's website for more information, photos, etc.

- Articles should be no longer than two hundred words (please refer to your word processor's word count), and should include who, what, when, where why and how. Please double-check articles for correct dates, times, spelling, and grammar before submitting them. Do not rely on someone else to catch mistakes for you. If you plan to include a photo, the articles should be no more than two hundred words. Please do not "stretch" your article to fit the word maximum - less is more! Staying at or below the word limit also allows more areas of the Kirk to be included in each issue.
- Please use Times New Roman font (12 point), single spaced, no formatting (bold, underline or italics). Feel free to give your article a brief title but understand that it may be changed or edited.
- Committee members/volunteers should send articles to the appropriate administrative staff liaison to review for accuracy with the pastor before submitting the article to the Kirk News Editor.
- Articles are due to the staff support on or before the specified deadline for the Kirk News issue in which they would like the article to appear (see Appendix V for the specific deadlines). If you miss the deadline, the primary means of promoting your event is the website (where we are not as limited in terms of space and time constraints), along with @ The Kirk and, when appropriate, brochures, flyers, and posters.
- Articles should be submitted in a Microsoft Word document (attached to the email). One photo (or graphic element such as a logo) may be submitted with each article, but not embedded in the Microsoft Word document or email; it must be attached to the email in \*.jpeg, \*.jpg or \*.png format.
- We request the author's name and contact information for every submission.
- The Director of Communications determines which article(s) will appear. Requests can be made, but the Director of Communications makes the final decision.



# SUBMISSION DEADLINES FOR PROMOTIONAL CONTENT



# COMMUNICATIONS RELEASE FORM FOR CHILDREN

Kirk in the Hills

## Communications Release Form for Children

**BACKGROUND:** Kirk in the Hills is a Christ-centered church that provides communications to members and others inside and outside of the church in the course of its normal activities. Many of these communications include pictures of children who are not of legal age (younger than 18 years old).

**POLICY:** Church policy allows the publishing of photographs of children only with consent of a parent or guardian, and when the children are not identified with their first and/or last names. Absent written objection of the other parent, the signature of one parent will be sufficient. This policy extends to photographs/digital images used in any printed publications including but not limited to newsletters, brochures, flyers, posters, as well as digital media or multimedia such as the Kirk website, DVDs, CDs, videos or podcasts.

**PURPOSE:** The purpose of this consent form is to give a parent or guardian of a child the opportunity to provide written consent for the child's pictures/digital images to be published without name identification as outlined in the policy above. It is expected that child's parent or guardian will discuss this consent with the child to the extent that the child is old enough to understand, so this becomes a family decision.

\*\*\*\*\*

**CHILD'S NAME:** (This form may be used to grant permission for more than one child; if so, list each child's name below, and the word "child" as used in this form shall refer to each child):

Last \_\_\_\_\_ First \_\_\_\_\_ Date of Birth \_\_\_\_\_

Last \_\_\_\_\_ First \_\_\_\_\_ Date of Birth \_\_\_\_\_

Last \_\_\_\_\_ First \_\_\_\_\_ Date of Birth \_\_\_\_\_

**CHILD'S ADDRESS:** \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_ Phone Number \_\_\_\_\_

Kirk in the Hills  
Communications Release Form for Children  
Revised 12/15/08, approved by Session on 4/20/09  
Page 1 of 2 pages

The undersigned, parent or guardian of the child named on the front side, consents that Kirk in the Hills Presbyterian Church, 1340 W. Long Lake Rd., Bloomfield Hills, MI 48302 (the "Kirk"), may print, publish and publicly circulate photographs/digital images of my child without name identification in any of the Kirk's publications or methods of communication (including newsletters, the Kirk website, brochures, flyers, mailings, books) and may distribute the photographs/digital images via electronic mail, the internet, hard copy, facsimile, or any other form. The photos may also be used on display boards/posters at the Kirk.

I have read and understand the Disclosure and risks set forth at the bottom of this form. I give this consent on my behalf and on behalf of my child, and represent to the Kirk that I have the authority to do so. This consent shall be legally binding on me and my child and may be relied upon by the Kirk until it is withdrawn in writing and delivered to the Kirk, attention: Pastor and Business Manager.

\_\_\_\_\_, YES, I give consent on \_\_\_\_\_, 20\_\_\_\_\_.

\_\_\_\_\_, NO, I do not give consent on \_\_\_\_\_, 20\_\_\_\_\_.

\_\_\_\_\_  
Signature of Parent

-or-

\_\_\_\_\_  
Signature of Guardian

\_\_\_\_\_  
Parent's Name (print)

-or-

\_\_\_\_\_  
Guardian's Name (print)

\_\_\_\_\_  
Parent's Address and Phone Number if Different from Child's Address

\_\_\_\_\_  
Guardian's Address and Phone Number if Different from Child's Address

#### DISCLOSURE

Kirk in the Hills hereby discloses the following information to parents considering whether to sign the consent on behalf of their child:

The *Kirk News* is currently sent via electronic mail (email) to individuals who have requested that it be sent via email and have provided their email addresses to the Kirk. The Kirk does not monitor the list of email addresses to assure that all of the recipients are members of the Kirk. We understand that recipients of emails may forward the email to other parties who in turn may forward the email on to others, without limit, and some recipient(s) could post the email on the internet. The Kirk also posts the *Kirk News*, other articles and pictures on its website that are accessible by the general public.

The Kirk has no control over what use others may make of photographs once the photographs are emailed, posted on the internet, or published in other ways by the Kirk. The photographs and identifications may be used, or altered and used, by others in an inappropriate manner.

Kirk in the Hills  
Communications Release Form for Children  
Revised 12/15/08, approved by Session on 4/20/09  
Page 2 of 2 pages

## **KIRK COMMUNICATIONS REQUEST FORM**

**KIRK ORGANIZATION SPONSOR:**

**NAME OF CONTACT & EMAIL ADDRESS:**

**REASON FOR REQUEST:**

**MEDIUM:** (check all that apply)

"@the Kirk" Sunday Inset	_____	Tuesday @ 5:00 p.m.
"This Week @ The Kirk" Friday email	_____	Thursday @ 12:00 p.m.
Pastoral Announcement or Lectern Announcement	_____	Two weeks prior
Social Media	_____	Five days prior
Web Site Posting	_____	Three weeks prior
Mailing Piece/Ad	_____	Three weeks prior
Free standing Sunday Bulletin Insert	_____	Three weeks prior
Poster/Flyers/Brochures	_____	Four weeks prior

**ROUGH DRAFT COPY:**

Attach to form – and email to the Director of Communications

**DATE(S) MATERIAL IS TO RUN (NOTE DEADLINES ABOVE):**

**QUESTIONS?** Contact Lori Hug, Director of Communications; [lhug@kirkinthehills.org](mailto:lhug@kirkinthehills.org)