

PEVA COMMUNICATIONS OPPORTUNITIES & GUIDELINES

This document has been prepared to make PEVA members, congregations and individuals aware of the several opportunities available to communicate within our region. There are many occasions and events that are of interest to a wide audience, and we would like to assist in getting the word out. Please take note of the protocols for each – *especially deadlines*. You are invited to contact Administrator Linda Smith or Administrative Assistant Jessica Fitzgerald at 757-397-7063 or via the email addresses listed below if you have further questions.

1. Email

- Maintained daily
- Will comply with request as soon as possible after receipt.
- Requests to mass-email information must be (1) received through a member source, such as a minister member, PEVA staff member, PEVA committee moderator/chair, or (sometimes) congregation member (2) of appropriate length, content and style for e-communications, (3) targeted for a specific PEVA distribution list (such as pastors, educators, etc.).
- Such requests should be electronically sent to Linda Smith at linda@pcusa-peva.org or Jessica Fitzgerald at jessica@pcusa-peva.org



2. Website

- Maintained daily
- Content will be uploaded as soon as possible after receipt - usually the same day.
- Requests for content uploaded to the PEVA website must be (1) received through a member source – *see "Email" above* (2) of appropriate length, content & style for the website, (3) of general interest to the greater PEVA cyber-audience, (4) subject matter fits within one of the established channels (categories) mapped on the website.
- Such requests should be electronically sent to Linda Smith at linda@pcusa-peva.org or Jessica Fitzgerald at jessica@pcusa-peva.org



3. "Church Lady Sez..." newsletter

- Published weekly via email pdf attachment on Friday afternoons (excepting holidays & vacations) + posted on website.
- Requests to include content in this newsletter must come from an authoritative source (primary to the event) – *which may include PEVA church members, pastors, PEVA committee chairs, PCUSA entities, seminaries, etc.*
- Content must be received by Thursday noon prior to Friday afternoon publication.
- Content must be of interest to a significant number of PEVA church members or a large subset of such members (i.e. concerts, workshops, festivals, etc.)
- Information about content should include the usual "what, where, when, how, why & how much" info as well as a contact name, contact email address and/or phone number
- Information about content may also include graphics transmitted as a jpg or similar file. If none available, the editor will choose an appropriate graphic.
- Content should be electronically sent to Linda Smith at linda@pcusa-peva.org



4. **Announcements PowerPoint** at PEVA meetings

- Produced quarterly
- Requests to include content must come from a reliable source – *see above*
- Content must be of interest to those attending PEVA stated meetings, such as ministers and elder commissioners from PEVA churches.
- Content submitted must be brief, as slides cannot effectively include too many words. Often a title, date, time & place with graphic are most effective.
- Content must be submitted *one week prior* to the presbytery meeting.
- Content should be electronically sent to Linda Smith at linda@pcusa-peva.org



5. **Packet Reports** for PEVA meetings

- Produced quarterly
- Content must be received from a PEVA staff member or a PEVA committee moderator/chair
- Content must be received electronically at least *3 weeks prior* to the stated meeting, as the packet is required to be posted on the website at least 10 days prior to the date of the meeting. Several days are needed to gather, proof, correct and format materials for this significantly large, complex document.
- Content will consist of committee reports as outlined in the PEVA Leadership Manual.
- Photos and graphics may be included, but must be embedded in the document or sent as a jpg or similar file.
- Content should be electronically sent to Linda Smith at linda@pcusa-peva.org or Jessica Fitzgerald at jessica@pcusa-peva.org



6. **“Speakout”** – PEVA meetings

- Individual commissioners, presenters, or other authorized persons present at stated meetings may speak about non-controversial events, celebrations & opportunities.
- These verbal announcements should include the usual “what, when, where, how, why and how much” info.
- Announcement should be no longer than 30 seconds in length.
- Speakers will be heard on a first-come, first-served basis.
- Announcements will not reference any presbytery business. No motions, debates or other actions will be considered during this time.



7. **Bulletin Inserts**

- Produced as needed – most often monthly
- Content will be determined by PEVA staff or the Communications Team
- Content will be of general interest to members of PEVA congregations
- Content will be solicited by the appropriate individuals
- Requested content must be sent electronically to Linda Smith at linda@pcusa-peva.org



8. **Mailing Labels**

- Produced as needed
- Will be distributed, upon request, to appropriate individuals such as minister members of PEVA, committee chairs, or church secretaries
- Distributed at the discretion of PEVA staff (often used for invitations to ordination services, special recognition events, etc.)
- Will be mailed electronically or can be printed and snail-mailed.



9. Snail Mail

- Produced as needed
- Need determined by PEVA staff and/or PEVA committee chairs
- Reserved for communications that cannot otherwise be handled electronically
- Avoided whenever possible because of cost
- Will combine more than one communication into a mailing when needed and possible.



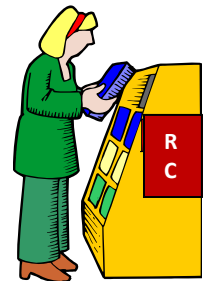
10. Brochures/Flyers at PEVA meetings

- Produced quarterly
- Requests for **all paper information distributed at PEVA meetings** must be approved by Stated Clerk Donald Bickhart
- Requests to distribute paper information must be received and acted upon by Donald Bickhart no later than the VIC (Council) meeting prior to the stated meeting in question. *This meeting usually occurs the third or fourth Thursday of the month preceding the stated meeting of presbytery.*
- Requests to distribute paper materials should be sent electronically to Donald Bickhart at donald@pcusa-peva.org
- Brochures can also be posted on the website (see website above)
- Brochures can sometimes be snail-mailed (see snail mail above)



11. Display Tables at PEVA meetings

- Available quarterly
- Approval determined by Stated Clerk Donald Bickhart
- Request should come from a Presbyterian agency or committee of presbytery
- Purpose should promote and/or support Presbyterian ministries and missions
- Displays may, of course, include appropriate paper info for distribution
- Requests for table space should be received by Donald Bickhart no later than the VIC (Council) meeting prior to the stated meeting in question. *This meeting usually occurs the third or fourth Thursday of the month preceding the stated meeting of presbytery*
- Requests for table space should be made electronically to Donald Bickhart at donald@pcusa-peva.org



12. CD, DVD & other Electronic Media at PEVA meetings

- Available quarterly
- Must be received from PEVA staff or PEVA committee/subcommittee chair/moderator.
- Must directly support a presentation or report scheduled to be made on the floor of presbytery.
- Must notify VIC (Council) of intent to show such a presentation no later than the VIC (Council) meeting prior to the stated meeting in question. *This meeting usually occurs the third or fourth Thursday of the month preceding the stated meeting of presbytery.*
- Must be **received no later than 3 weeks prior to the meeting** to ensure compatibility with software/equipment, organization with other such media, and ease of operation with available equipment.
- Must be received by Linda Smith or Jessica Fitzgerald via cd, dvd, flash drive, or email attachment by the due date.

