

IMPORTANT INFORMATION ABOUT FRONTLINE

Effective communication is both an objective and a challenge as we go about the tasks of Christian ministry. For many years, we have relied on our newsletter, "Frontline," and the weekly worship bulletin. More recently we have added a website (www.frontstreetumc.org) to provide online presence. We know that many newcomers obtain their first impression from our website.

Our Program Staff has been studying the issue of communication. Our goal is to provide effective and timely communication for congregation and new residents in the most cost-effective manner. To that end, Front Street United Methodist will be making changes in its publication this June.

"Front Street This Week" will become a new part of the weekly worship bulletin. As an insert, it can be easily removed and posted at home. Featuring a weekly calendar and ministry announcements, it will provide timely information for activities coming up in 5-10 days.

"Frontline," our church newsletter, will become a twice per month publication centering on ministry opportunities upcoming in the next 10-25 days. Our goal will be to focus, not only on details and logistics, but on the ministry rationale. "Frontline" will feature ministry activity photos and articles largely written by program staff to interpret the work we do together.

Our newsletter will shift to electronic distribution. As you are aware, postage rates continue to increase. Many members are now requesting email distribution because it is faster and multiple copies can be sent to the same home using different email addresses. **Effective June 15th , members and friends with email will receive a reminder link to connect to the church website where the newsletter is posted.**

Members who prefer to receive "Frontline" by post office delivery should call the church office (336-227-6263) and provide their names to Becky Joyner. We will be adjusting the mailing lists shortly and would appreciate hearing from you today.

"Front and Center," a new church publication in magazine format, will appear quarterly. Our goal is to celebrate individual missions and ministries with a first-person perspective written by lay persons participating in the ministry or mission. Issues will review the previous quarter. Each article would celebrate what God is doing in and through this church. Look for the first issue by late summer/early fall.

www.frontstreetumc.org, our website, will undergo major renovation this summer. Content and appearance will be addressed in order to make the website more user-friendly.

As we go forward, the program staff and I would like to hear from you. Our hope is that these modifications will enhance our communications with members and friends and make us more cost-effective.



Marshall R. Old