

First A.M.E. Church of Los Angeles Communications Policy

The purpose of this policy is to ensure:

- 1) Communications within and outside of the church are coordinated and professionally presented;
- 2) Information released and presented about the church is done in a timely, accurate and appropriate manner, and presents a positive and consistent image of the church, its ministries and activities.

Inasmuch as The Doctrine and Discipline of the African Methodist Episcopal Church charges the Commission on Public Relations with the responsibility for (coordinating) intra-congregational communication, serving as liaison to the legitimate press and submitting information to the official communications organs of the A.M.E. Church, the Commission on Public Relations will be referred to as “the Pastor’s designee” where those words are used in this policy.

The scope of this policy includes:

1. Use of the church logo
2. Request for approval for
 - Announcements for church bulletins, big screens and websites
 - Banners/signs/posters
 - Handouts (flyers, palm cards, business cards)
 - Publications
 - Special event
3. Request for publication/correspondence review
4. Consultation for mass media placement

The scope of this policy DOES NOT include communications related to:

1. Pastoral/Congregational Care
2. Reservations of church offices, buildings or meeting rooms
3. The Pastor or his office
4. Emergencies of any type
5. Outside messages for distribution to FAME members

I. Use of the Church Logo

The logo of First A.M.E. Church of Los Angeles is a highly recognized symbol of the church’s legacy and values. Where, when and how the logo appears is a powerful reflection of the church and influences how the world sees us. Therefore, the logo must be used thoughtfully and consistently across communication touch points in order to accurately and consistently communicate the FAME brand in a way that lives up to our “First to Serve” mission. Altering or misusing the logo in anyway is unacceptable as misuse may tarnish the brand identity and reputation that FAME has worked so diligently at establishing.

DO

- Use the logo as it was originally designed
- Keep it simple – avoid positioning the logo in visual clutter of any kind. The placement of the logo plays a role in creating perceptions about FAME.

DON’T

- Change or alter the logo in any way – the size, colors, original drawing, integrity (the FAME portion is circular and should not be stretched to appear as an oval)
- Allow other graphics or typography to invade or distract from the logo
- Place the logo on clothing items or advertising specialties (mugs, pens, buttons/lapel pins, etc), without approval.
- Place the logo on printed material, such as letterhead, business cards, brochures, banners, flyers, posters, handbills or similar materials without approval

Use of the logo must be approved by submitting a **Request for Internal/External Communications Services**.

II. Church Bulletin Announcements:

Announcements in the church bulletin are the most efficient way of disseminating information about an in-house event. If the announcement is an event, it must be approved by the Pastor, prior to submission. All requests for announcements must be submitted using the **Request for Internal/External Communications form** on FAME’s website at least **10 days** prior to the Sunday for which the announcement is requested. Once submitted, a response will be sent within 3 business days. The announcement will be considered for future placement as permitted by space and feasibility.

III. Sunday Video News and Pulpit Announcements

Announcements submitted using the **Request for Internal/External Communications Services** will be considered for the video news or pulpit announcements. Once submitted, the Pastor’s designee will coordinate announcements with the pulpit announcer and the Media Ministry to ensure a seamless and consistent presentation.

IV. “Big Screen” Announcements

Announcements, originating from flyers, will be considered for broadcast on the “Big Screen” if the elements (colors, fonts, graphics, photography and printing) are suitable for viewing or if the Media Ministry has adequate time to convert the document to a high-quality graphic presentation. Requests must be submitted using the **Request for Internal/External Communications form** on FAME’s website at least 3 weeks prior to the desired air date. Upon receipt and approval, The Commission on PR will forward to the Media Ministry for review. The Media Ministry will determine the suitability for broadcast and will either return to The Commission on PR or contact the originator for any additional information. The Media Ministry will not accept direct verbal or written requests to broadcast announcements that have not originated with the Request for Internal/External Communications Services.

V. Audio/Video Services

The Media Ministry of FAME serves to document the services and special events of the church. Ministries requesting audio or video services to announce or document an event, must complete the **Request for Internal/External Communications Services** via the FAME website. Upon review and approval, the request will be forwarded to the Media Ministry to determine availability of resources (time and budget) to accommodate.

VI. FAME Website:

First A.M.E. Church of Los Angeles (FAME) has one authorized web site, www.famechurch.org, to represent its ministries, events, activities and membership. To ensure that content is current and

accurate, all postings, the **Request for Internal/External Communications Services** form must be completed for changes, corrections or additions to the website.

VII. Personal Websites which include FAME information:

Guidelines for FAME members with a personal websites or blogs or those considering the creation of one are as follows:

FAME name and Logo: Any use of the FAME name or logo for branding or titling personal pages, blogs or other similar elements for personal/individual Social Media sites is prohibited. Individuals are not authorized to use the FAME logo on their personal sites.

Disclaimer: On blog home page or in a prominent location on your social media site, please include the following statement” *“The posts on this site are my own personal opinions; not read or approved by First A.M.E. Church of Los Angeles prior to the post and do not represent the views and opinions of First A..M.E Church of Los Angeles.”*

Confidentiality: Do not disclose any information related to conversations or meeting that are meant for internal use only, information that will become public, but has not yet been announced or posted by FAME, pictures, or videos that are confidential and proprietary to FAME.

Copyright: FAME logo, copyrights, and trademarks are the property of First A.M.E. Church of Los Angeles and should not be used without the approval of the Pastor or his designee.

VIII. Flyers/handbills/palm cards

Flyers/handbills/palm cards about the activities of the church may be used to distribute or email to persons both within and outside of the church. Request for approval of flyers must be submitted using the **Request for Internal/External Communications form** at least 3 weeks prior to planned distribution date. The Commission on PR may make suggestions to improve the presentation of the flyer. Once the final copy has been approved, the flyer/handbill/palm card will be returned for distribution.

IX. Banners

Banners, announcing a ministry event may be used on the FAME campus, upon approval of the Pastor or his designee. Banners and posters must conform to standards that are aesthetically pleasing and reflect favorably upon the church. Banners and posters for non-church hosted or sponsored events will only be displayed upon approval of the Pastor. Banners and posters cannot be displayed for more than 30 days prior to an event, should be horizontal in orientation, may be no larger than two square feet and must be constructed of material suitable to withstand inclement weather. Banners and posters may contain no commercial advertisements unless approved by the Pastor. Banners and posters for church-related events and functions to be displayed at off-site locations must be approved by the Pastor or his designee. No banners or posters may be attached to wall surfaces. Banners must be hung by FAME’s custodial staff only. Posters must be able to rest comfortably on an easel and must not block doorways. First A.M.E. Church, nor any of its entities will be responsible for banners and posters left on or in any of FAME’s properties. A **Request for Internal/External Communications Services form** must be submitted via the FAME website 30 days prior to the planned initial display date.

X. Mass Media

For purposes of this policy, Mass Media includes external media that is written (newspapers, blogs or social media), oral/audio, or broadcast (cablecast or video taped).

First A.M.E. Church of Los Angeles seeks to provide effective two-way communication between the church and members of the media in order to promote the mission and ministries of FAME while maintaining the best image possible.

As such:

1. All inquiries from external media should be referred to the Pastor's Office or his designee.
2. No FAME member, ministry leader, or other should contact nor speak with the media about the affairs of the church without permission of the Pastor or his designee.
3. FAME members wishing to contact a specific media personality (because of personal friendship) relative to a specific event should coordinate such activities with the Pastor's designee.

XI. Request for Mass Media Consultation:

Ministries requesting mass media consultation must complete the **Request for Internal/External Communications form** 45 days prior to event. The request will be given consideration if it is deemed to be timely, appropriate, at least 3 weeks away from a major church event for which media will be solicited. Commission staffing and capacity will also be considered prior to approval.

Prior to requesting a consultation, please review the following:

1. Has your event been approved by the Pastor?
2. Has the date been checked for potential conflicts (both within and outside of FAME)?
3. Have facility, staffing and support services been identified and requested?

If so, and the consultation request is approved, a meeting will be scheduled, in which you will be asked to bring the following:

- 1) A sample copy of invitations, tickets, flyers, posters, etc.
- 2) A written response to the 5 W's and one H about your event:
 - WHO** - presenting, hosting, performing, sponsoring, attending, producing, etc.
 - WHAT** - event overview, theme, point of interest
 - WHEN** - date, time
 - WHERE** - location and significance if there is one
 - WHY** - reason, purpose, cause,
 - HOW** - will success be achieved?

XII. Permission to author brochures, pamphlets, booklets:

Brochures or other printed documents to be used in church ministries must be approved in advance of compilation. A **Request for Internal/External Communications Services form** must be completed 60 days prior to expected date of publication.