

OBJECTIVES:

1. Create a Communications (& Relationship Enhancement) environment that
 - a. promotes and increases our faith in Jesus Christ as Lord and Savior,
 - b. facilitates movement of the Spirit through each participant in our community, and
 - c. emphasizes the worship of God in our daily lives with the MWPC community, and indeed, with our entire world
2. Support the MWPC Ministry Teams and other MWPC groups by facilitating communication and relationship enhancement efforts
 - a. providing communications counsel
 - b. developing appropriate communication “vehicles” with MWPC teams
 - c. creating a dynamic path of communication using these “vehicles”
3. Balance the levels of personal confidentiality with the value of the information shared (See Guiding Principles and Action Steps for details)
4. Communicate broadly, with an “aim to please,” but realizing that we will not always please everyone – that’s the beauty and curse of individuality! The team is open to all commentary both negative and positive. If an individual is ever unhappy with our communication methods or level of security he/she should contact us directly:
 - a. Talk with Steve Long or Jim Abend when you see them in church
 - b. Call Steve at 513-225-2335
 - c. Email the team at comm@mwpc-church.org
 - d. Submit a comment (ideally with your name and phone number) in the Communications mail slot in the Communication Center
5. Utilize communication vehicles that are easily accessible within our congregation and our world (see Appendix for details)
6. Seek high levels of security (avoid hackers, viruses, etc...) in all efforts

GUIDING PRINCIPLES

1. Congregants can maximize their Communication (& Relationship Enhancement) contacts by making themselves open to a variety of communication paths (i.e., sometimes people will miss out on communications because they aren't in worship, receiving emails, on Facebook, etc...)
2. Focus is on *maximizing valuable information-sharing* while minimizing the number of contacts (don't "smog" people with information)
 - a. Some efforts will be "push" – announcements in worship, order of worship, Beacon Lite, periodic emails, etc...
 - b. Some efforts will be "pull" – website, cable television, printed calendar, printed announcements, etc...
3. Efforts are NOT to eliminate printed material but to use it effectively (limited print quantities, headlines, recycling efforts, etc...) for good stewardship of the church budget and our environment
4. Church administrative staff will continue to be empowered to maintain all current worship materials and website production activities
5. Where identity protection is important, any names in electronic communication will only list the 1st two letters of the person's last name
6. If people request their picture not be included, we will do our best to oblige, and will take it off if they make a direct request to the webmaster
7. We will investigate the opportunities for password-protected sites for use if/when that proves valuable
8. We will endeavor to acknowledge sources of copywritten and trademarked material
9. Priority will be on "content over form" – we want the information to be complete and timely, sometimes at the expense of it being "pretty"
10. We will rely on Ministry Teams and other groups to provide communication content
11. email distribution lists should ordinarily be bcc: for privacy purposes