

# HUGHES BAPTIST CHURCH

a dynamic Christ-centred community sharing Jesus' life-changing power

## **ANNOUNCEMENTS - why, what, when and how**

An announcement within a service must convey information which the whole community would benefit from hearing, such as, the calling of business meetings, important appointments, whole of church event promotion, final farewells, and calls to action. The announcement must be high-value.

An announcement needs to be short and punchy, no more than 3 minutes at the absolute most, with active voice, and where appropriate, make use of props of audio-visual content, which likewise should be no more than 3 minutes, but preferably under 2 minutes. If a provided video runs over 3 minutes, then it should not be shown.

### **Requests process**

Requests for an announcement must be first agreed to by the relevant ministry leader/coordinator, then agreed to by the Communications Coordinator to ensure that they actually are strategic and in the right communication channel (not all ideas for announcements are actually suitable for announcements).

Announcement requests should use the below form to ensure that all relevant information is contained.

All announcements should be emailed to the Church Office Manager via [office@hughesbaptist.org](mailto:office@hughesbaptist.org) by close of business (5pm) on Thursday each week before the planned day of announcement so that the Communications Coordinator can assess if the announcement is appropriate and to allow coordination with the worship leader on the relevant Sunday about the service content, including announcements, and structure will be.

The Office Manager collates the announcements for the Communications Coordinator, who then approves and schedules the announcements.

### **Board announcements**

Announcements by the Board do not have to be cleared by a ministry leader but if it affects a ministry area, it would make sense for the ministry leader to know what is happening. The Board should make use of the Communications Coordinator to provide a clean set of eyes for proposed announcements so that if needed, advice on the style, tone and content is provided.

### **Emergency announcements**

Only emergency announcements, which are not scheduled within the planned announcements by the Communications Coordinator, will be allowed at the discretion of the Worship Leader and the Pastor preaching that day.

An emergency would be if there was a clear threat to life and property during the service, an urgent need for prayer for a person within the community who is in extreme circumstances within the past 24 hours or has passed away after the deadline for Hughes News (Wednesday afternoon of each week).

Only the Communications Coordinator, a Board Member, the Pastors, the Pastoral Care Worker, or a Ministry Leader will have the power to initiate an emergency announcement - and they will need to be very confident in justifying it to the Worship Ministry Leader as to why it is necessary to interrupt a service.

# ANNOUNCEMENT FORM

All fields below must be completed for an announcement to be approved.

<b>Name of Announcement</b>	
<b>Purpose of announcement</b> (why does this announcement need to be made?)	
<b>Type of Announcement</b> (event promotion, news, reminders, farewells)	
<b>Date and Location</b> (for an event)	
<b>Start time, end time and duration:</b>	
<b>Costs</b> (is the event free or is there a cost, which must be included in the announcement)	
<b>Additional information</b> (such as a website link)	
<b>Contact information for the person responsible for the announcement</b> (must include phone number and email address)	
<b>Do you have an image to be included in the announcement slides and Hughes News?</b> (logo, or photo relevant to the announcement)	
<b>Are you requesting this announcement also be include in Hughes News?</b>	
<b>Has your ministry leader agreed for this announcement to be made?</b>	
<b>Comments</b>	