

Pittsburgh Presbytery

Electronic Newsletter

Mission, Criteria and Guidelines

The mission of the Presbytery electronic newsletter is to streamline communications from the Presbytery to its congregations and mission agencies – information that the presbytery needs to communicate or highlight which is pertinent/beneficial to the entire community of congregations/mission agencies which make up Pittsburgh Presbytery. Such information includes:

- Presbytery events
- Mission initiatives
- Events/opportunities that support and resource the congregations and leaders of Pittsburgh Presbytery
- Information from the Commissions, Committees and Ministry Teams of Pittsburgh Presbytery
- Ordination/Installation information of new pastors

Electronic newsletter criteria:

1. Contains information that staff of Pittsburgh Presbytery would be sending out individually before the electronic newsletter was started
2. Directs people to the web-page

Electronic newsletter is NOT:

- Publicity device for individual church events (they will be directed to the web calendar)
- A fund-raising advertising opportunity for churches/agencies
- Web-site

Guidelines for newsletter article:

1. The article should be no more than three to four sentences with essential details and contact info including name, phone and/or email address of the individual to whom questions are to be directed. Please remember to also have a title!
2. For events with more information than what can be included in 3 to 4 sentences, a post-ready flyer or document in PDF format or a web address if sponsored/hosted by an outside organization should be made available.
3. If there is an abundance of information regarding the event, a web page can be created to be linked to the article and calendar entry, but all information must be sent electronically and in the format in which it is to be posted (preferably in a Word document).
4. If there is a broad appeal, the event may be appropriate for posting on the front page of the website.
5. When the newsletter is published, it is distributed via email on Thursday mornings. Articles need to be submitted to Cindy Miller (cmiller@pghpresbytery.org) by noon on Tuesday.