

What Church Secretaries Wish Their Pastors Knew About Church Communications

Presented by Yvon Prehn

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by
Yvon Prehn
www.effectivechurchcom.com




The strategic importance of church communication

- We are involved in spiritual warfare daily
- The church office is the communication command center
- A key way the enemy attacks is as “accuser of the brethren”
- Our best weapon is a biblical attitude and prayer together



To do the job well the right tools are needed

- An adequate (not cutting edge) computer
- Enough RAM, 4 or more GB, increased with media demands
- High speed internet access
- A good desktop *laser* printer
- A good production machine or machines
- Outsource when necessary
www.vistaprint.com



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Communication work requires the right software

- Word processing doesn't do layout well
- Adobe Creative Suite may be overkill
- Microsoft Publisher is great
 - Templates/team
 - Flexibility
 - <http://www.effectivechurchcom.com/2011/03/09-reasons-why-ms-publisher-is-a-great-program-for-churches-to-use/>
- I need software training AND practice time: www.lynda.com




Because you need more. . . Effective Church Communication

- www.effectivechurchcom.com
- Spiritual
 - encouragement
 - challenges
- Practical
 - Resources
 - Training videos
 - Templates
 - PDFs



You need to understand how DTP, church communication works

- Not *how to do it*, but how it's done
- Desktop publishing in the church is extremely difficult, complex work
- DTP work that needs to be done in a sequential order
- Last minute changes are very hard to make



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What I mean in more detail

- Some things that look very easy can be very hard, let me demonstrate.....
- I'm not perfect
- Or magic



We need to agree on

- Publication guidelines
- Deadlines
- Once agreed upon, I need you to back me up
- Help recruiting and training volunteers
- Problem procedure



Finally, what would be really nice

- Decent pay, be aware of the market price
- Protection against self-appointed communication critics
- Encouragement
- Prayers, yours and from the church
- Occasional chocolates and lattes



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