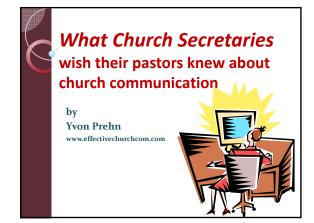
What Church Secretaries Wish Their Pastors Knew About Church Communications

Presented by Yvon Prehn





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

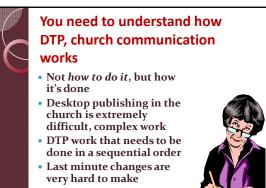


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We need to agree on

- 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

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



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