

A GUIDE TO COMMUNICATIONS AT ST. JOHN'S EPISCOPAL CHURCH March 2019

In the last several months, there have been many changes at St. John's. The addition of new staff members, changes in procedures, as well as a great deal of faith and fellowship has made for exciting blessings and challenges. In response to your questions on how to communicate with the Parish and the office staff, we offer this Communications Guide. If you have any questions, please feel welcome to contact Tracey Stone (tstone@stjohnsec.org) or Rev. Ann Ritonia (aritonia@stjohnsec.org).



How does St. John's communicate with its members?

St. John's communicates through the following publications, both in hard copy (hc) and electronically (e):

Weekend worship bulletin (hc)
Blessings/Weekly e-news (e)
The Monthly Message *New* (e)
PRISM: Reflections for the Journey (hc, e)
"Ask Rev. Ann" *New* (hc, e)
Town Hall Meetings * New* (quarterly)
Website: www.stjohnsec.org
Facebook: [Facebook.com/StJohnsec.org](https://www.facebook.com/StJohnsec.org)
Instagram: @StJohnsECMD
Twitter: @StJohnsECMD

All submissions for publication should be emailed to Tracey Stone, Director of Communications, at tstone@stjohnsec.org with the information included in the body of the message. Deadlines vary; please see individual publications below. If you need to speak to Tracey, generally you can find her in the office Mondays, Tuesdays, and Thursdays from 9 a.m. to 3 p.m. You can reach her at 410-461-7793, ext. 421.

How do I submit information I want to appear in the bulletin? What is the deadline?

Submissions for the following weekend's bulletin should be emailed to Tracey Stone no later than 12 noon on Monday.

How do I submit information I want to appear in the weekly Blessings e-news?

Submissions for the following Thursday's Blessings e-news, should be emailed to Tracey Stone no later than 12 noon on Monday.

I used to get Blessings e-news, but haven't in several months. How do I get back on the list?

If you would like to be added (or re-added) to the Blessings email list, please send your name and email address to Tracey Stone. In addition to Blessings, you will receive all other electronic publications and messages as well.

What is The Monthly Message? How do I submit information I want to appear in the publication?

The Monthly Message, our latest electronic publication, will be sent out the first week of every month — with May 2019 as our first month — and will cover longer range news, such as upcoming events, faith formation and book club announcements, and other news deemed appropriate by the Communications Committee. In addition, because feedback we've received shows a strong interest in ministry stories formerly spotlighted in *Godsibb*, we will also include such stories in this communication. For these stories to appear, they will need to be submitted by the Commission Chairperson or designee. All information to be included in *The Monthly Message* should be submitted to Tracey Stone no later than the 15th of the prior month. For example, items to run in the May *Monthly Message* should be submitted by April 15th.

How long will my item be promoted by St. John's?

This may vary depending on the event, but generally, as space permits, information in the bulletin and *Blessings* can run 3 weeks out from the event. However, if submitted within the proper deadline, an event can run 2 months out in *The Monthly Message*. For example, if you have an event in July, promotion can begin as early as the May *Monthly Message*.

What about "Save the Date"?

As space permits, events can appear in the Save the Date section of the weekly bulletins and *Blessings* e-news 2 months out.

Will my submissions be edited? If so, by whom?

Submissions are subject to editing for clarity, conciseness, and space. Consistent formatting will be utilized, so your submission may not look exactly as you submit it, but the pertinent information will remain. If needed, editing will be done by Tracey Stone and approved by the Communications Committee and/or Rev. Ann.

Who is on the Communications Committee?

The Communications Committee includes Rev. Ann Ritonia, Rev. Stephen Hagerty, Tracey Stone (Communications), Colleen Citrano (Youth Faith Formation), Denise Vesuvio (Children's Faith Formation), Yvonne Hollis (Parish Administrator), Dana Walters (Development) and Folakemi Awe (St. John's Parish Day School Communications).

What can we expect from PRISM: Reflections for the Journey? When and how will it be distributed?

PRISM is a quarterly journal that will provide articles that are theologically and formational based; ones that will get you thinking and reflecting on your journey of faith. Each issue will be geared toward the Church seasons and will be distributed four times per year: Advent & Christmas; Lent & Easter; Summer; and at the beginning of the Program year (September). In an effort to reduce paper and postage costs, we will not be mailing this publication unless requested by a parishioner. Instead, we will offer copies at the Welcome Centers in the Historic

Church and All Saints Hall as well as in an email with a link to a pdf that you can print at home. If you would like to receive a hard copy mailed to your home, please contact Tracey Stone at tstone@stjohnsec.org or 410-461-7793, ext. 421.

What happened to Godsibb? I really liked it.

By utilizing our more timely and cost-effective publications to distribute the items formerly in *Godsibb*, it was no longer needed. You will still be getting the same information, simply in different formats with different names.

What can we expect at Town Hall Meetings?

Town Hall meetings will provide the parishioners of St. John's with a great chance to hear about our vision, opportunities, and challenges in the coming year, as well as to ask any questions you may have about St. John's.

What is "Ask Rev. Ann"?

Often, parishioners have questions for Rev. Ann. This new feature will be a Q&A of what inquiring minds want to know. We will also use it as a recap of the Town Hall meetings for those who are unable to attend. This feature will appear as needed in bulletins, *Blessings*, and *The Monthly Message*. To submit a question, email AskRevAnn@stjohnsec.org. We will not publish names with the questions.

Please Note: Rev. Ann welcomes hearing from parishioners. If you have a personal concern, please feel free to email her at aritonia@stjohnsec.org, or call the office at 410-461-7793 and Yvonne Hollis, Parish Administrator, will schedule an appointment for you.

How are verbal announcements determined?

All announcements received for the coming weekend's bulletin are reviewed by the Communications Committee. Then it is determined which need to be announced at services. We try to limit the verbal announcements to 5-7 per week; for the most part, timely items, registrations coming to a deadline, and fundraising activities are the items deemed necessary for verbal announcements.

How do I get items posted on the website, Facebook, Instagram, and/or Twitter?

In most cases, events submitted for publication are then promoted on the St. John's website and Facebook page. Providing a graphic or photo with your submission is helpful, but not mandatory. To date, St. John's has used Instagram and Twitter to announce weather-related closings. Post-event photos have also been shared on Instagram and Facebook.

How do I have a person added to the Prayer List?

There are a few ways to submit a name for inclusion on the Prayer List. You can complete a yellow prayer card (located at the Welcome Centers) and give it to a member of the clergy on Sunday; submit an email to Tracey Stone; or you may call the Parish Office at 410-461-7793. Names stay on the Prayer List for 30 days; you may re-submit the name after 30 days if necessary.

What's up with the new website? My group used to have information about our programs on it, but I'm not seeing it now.

With any new launch glitches can occur and a learning curve is involved. We are working hard within the constraints of time available to keep everything current and correct. If you find something that is in error or missing, please forward that information to Tracey Stone at tstone@stjohnsec.org.

How do I know if St. John's worship services or activities are cancelled due to weather?

Announcements will be made on the St. John's website, Facebook, Instagram, and Twitter. You can also call the Parish Office (410-461-7793) for a recorded message.

Why are printed materials now in color? Isn't that more expensive?

At the end of 2018, St. John's began a new printing/copier contract that has many advantages. A flat monthly fee includes all supplies and copies, even color! In addition to daily printing, the new contract allows us to keep all large print jobs, for example, Christmas and Easter bulletins, in house. This contract change is targeted to save St. John's \$5300 annually!

Why can't we just use the Book of Common Prayer (BCP) and hymnals instead of a full service worship bulletin?

At St. John's we welcome everyone — those who were born into the Episcopal faith and those who are finding us at different points in their faith journey. To truly make newcomers feel welcome, in our most attended services in the Historic Church (9:00 a.m. and 11:30 a.m.), we offer a detailed service bulletin so people are able to immerse themselves in worship without trying to find the right book, right page, etc. In All Saints Hall's (ASH) contemporary service, a Powerpoint presentation guides the worshipper along. In ASH, and at our smaller services which tend to host "veterans," we simply provide the day's readings and the parish news announcements.

How do I learn about Faith Formation for my family?

Faith formation classes can be found on the St. John's website at www.stjohnsec.org by hovering over the "Learn" tab and selecting Children, Youth, or Adults. Children = age 3 to 5th grade; Youth = 6th grade to college. Additionally, information on Children and Youth Faith Formation can be found at the Information table on the lower level of the Center for Ministry & Education (CME).

How do we learn of new clergy and staff, their responsibilities, and contact information?

When new clergy and staff join St. John's we will announce their arrival, responsibilities, and contact information in bulletins and *Blessings*.

A list of current clergy and staff follows on the next page.

Rev. Ann Ritonia, Rector

Location: Parish Life Center
Email: aritonia@stjohnsec.org
Phone: 410-461-7793, ext. 116
Responsibilities: Worship; Discipleship;
Stewardship; Pastoral Care; Baptism; Matrimony;
Funerals; SJPDS; and everything in between.

Rev. Stephen Hagerty

Associate Rector for Discipleship

Location: Rose Hill
Email: shagerty@stjohnsec.org
Phone: 410-461-7793, ext. 351
Responsibilities: ASH worship services; Disci-
pleship activities for youth and adults; Facilita-
tion of small groups; Bible study; Pastoral Care;
and everything in between.

Rev. Dr. Katrina Grusell

Priest Associate & UMBC Chaplain

Location: Parish Life Center
Email: kgrusell@stjohnsec.org
Phone: 410-461-7793, ext.114
Responsibilities: Worship Services, Pastoral
Care administration
Note: part-time

Rev. Barnabas Lee

Assistant Rector for Asian Ministries

Location: Rose Hill
Email: blee@stjohnsec.org
Phone: 410-461-7793, ext.350
Responsibilities: Worship services, Asian ministry
Note: part-time

Colleen Citrano, Director of Youth Ministry

Location: Rose Hill
Email: ccitrano@stjohnsec.org
Phone: 410-461-7793, ext. 121
Responsibilities: Faith formation for 6th grade
through college

Kathy Hahn, Director of Finance

Location: Parish Life Center
Email: khahn@stjohnsec.org
Phone: 410-461-7793, ext.112
Responsibilities: Finance; Pledging; Stewardship;
Major gifts; Financial Records Management;
financial transactions and reporting for the
church

Yvonne Hollis, Parish Administrator

Location: Parish Life Center
Email: yhollis@stjohnsec.org
Phone: 410-461-77
Responsibilities: Rector and Parish calendars;
Scheduling baptisms, weddings, and funerals;
Membership; Database management; Volunteer
coordination; and other duties as assigned.

Annie Kao, Finance/Development Assistant

Location: Parish Life Center
Email: akao@stjohnsec.org
Phone: 410-461-7793, ext. 118
Responsibilities: All aspects of pledge reporting
Note: part-time

Stuart Scarborough, Director of Facilities

Location: Parish Life Center
Email: sscarborough@stjohnsec.org
Phone: 410-461-7793, ext. 117
Responsibilities: Facilities and Grounds manage-
ment; Room/Calendar/Coffee Hour table sched-
uling
Facilities Team Members: Richard Lawson;
Warren Harris

Tracey Stone, Director of Communications

Location: Parish Life Center
Email: tstone@stjohnsec.org
Phone: 410-461-7793, ext.421
Responsibilities: Bulletins, weekly and monthly
e-news, and other publications; Promotional
materials; Advertising; Social media; Website;
Prayer list
Note: part-time

Denise Vesuvio, Director of Children's Faith Formation

Location: Rose Hill
Email: dvesuvio@stjohnsec.org
Phone: 410-461-7793, ext. 429
Responsibilities: Faith formation for age 3
through 5th grade

Dana Walters, Director of Development

Location: Rose Hill
Email: dwalters@stjohnsec.org
Phone: 410-461-7793
Responsibilities: Annual giving, pledges and
gifts; Planned giving; Marketing
Note: part-time